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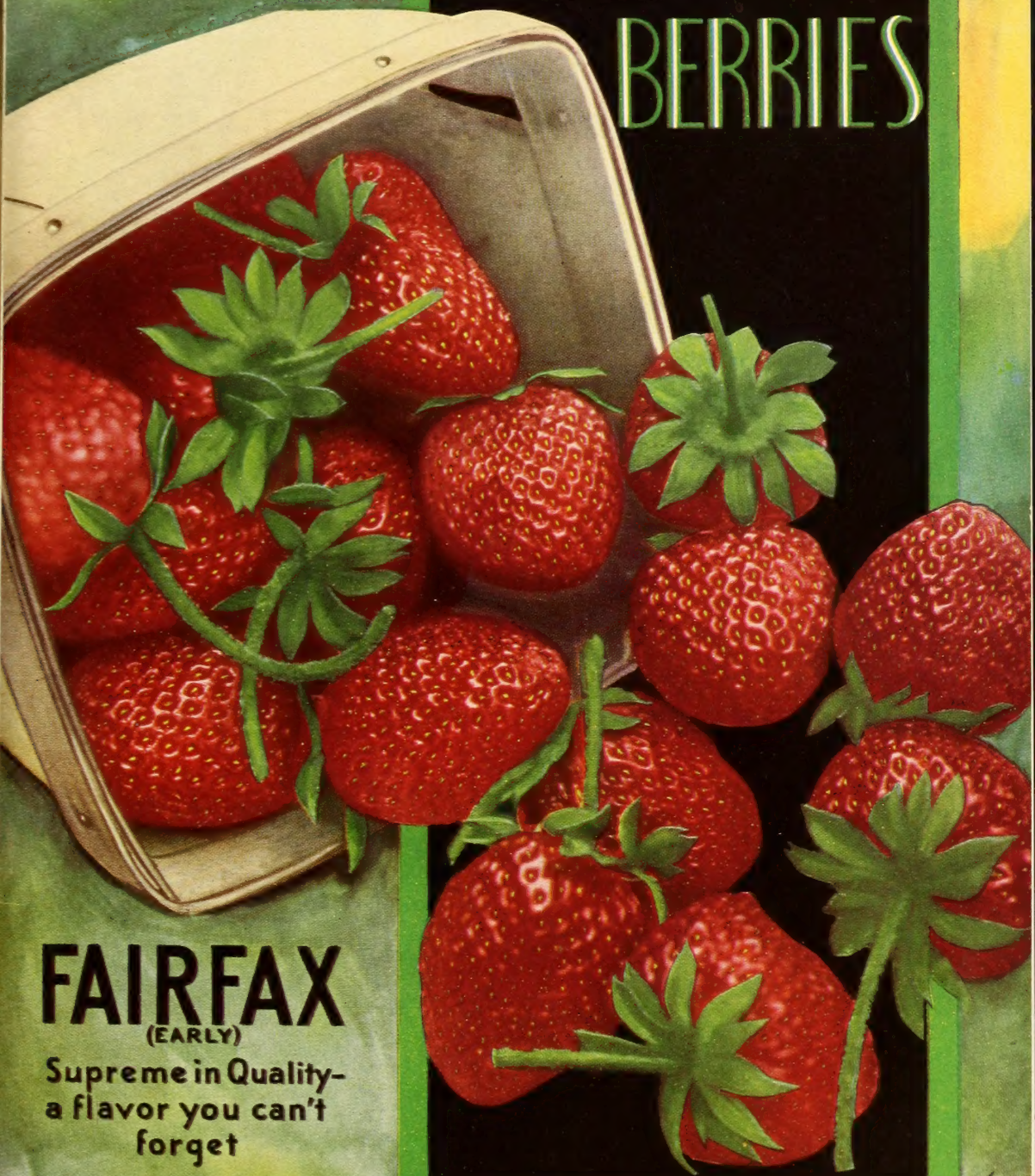
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1934

ALLEN'S

Book of

BERRIES



FAIRFAX

(EARLY)

Supreme in Quality—
a flavor you can't
forget

W. H. Scott
The W. F. ALLEN CO. Salisbury, Maryland

CHESAPEAKE

*The Aristocrat of
Strawberries*

Top Prices
Always



Leadership in Service

HERE IS OUR SALESMAN! Allen's 1934 Book of Berries goes to you as the Salesman for our strawberry plants. We hope to have your order. For this purpose we have published a price list on page 35, and have inclosed an order sheet and return envelope. We realize full well, however, that unless you can make a profit from the plants we send you, we cannot continue to receive your orders. Knowing this, we are striving to maintain a real Leadership in Service that will enable you to obtain the best possible results from your efforts in growing strawberries. With this in mind we want to call your attention to four main features of this Catalogue.

First, and most important. Allen's plants are **GOOD.** We believe they stand high in all those factors which go to make up fine planting stock. Why we believe this is given in detail on page 6.

Second, Production and Marketing Information. This probably will be of most help to beginners or growers with little experience. It is likely, however, that even more experienced growers will find some things of value, especially the paragraphs on pages 4-5, under "The Search for Profits."

Third, Dependability of Variety Descriptions. We have not hesitated to state fully what we think of any variety. To enable a grower to decide properly what variety he should plant, the bad points as well as the good points should be considered. You will find these facts stated frankly and honestly.

Fourth, Alertness. Many growers pay high prices for new varieties of strawberries. Some of these are good, some poor, others merely old varieties under new names. Checking up quickly on these facts and publishing them fearlessly we know is of value to strawberry growers. We believe, however, the most valuable service we have rendered along this line has been our willingness to forego temporary profit obtainable in offering new varieties of doubtful value year after year. In the meantime we have kept in touch with the extensive breeding work at the U. S. Department of Agriculture and some of the State Experiment Stations. By visiting their grounds, and by extensive test plots on our own farms in co-operation with these plant breeders, we have been able to help select varieties of outstanding value like the Dorsett and Fairfax, and to pass them along quickly to strawberry growers.

We hope you will get acquainted with this Salesman of ours. He is interested in helping you derive the greatest pleasure and profit from your strawberries. He is brimful of valuable information. He is backed by an organization that is waiting hopefully for your plant orders and that is determined when they come to fill them in such a way that you will be pleased and benefited.

Frankness Appreciated

THE RESPONSE TO OUR LAST CATALOG WAS GRATIFYING BOTH IN ORDERS AND IN SENTIMENTS EXPRESSED. THANKS FOR BOTH.

Something to Think About

New Haven Co., Conn., March 25th, 1933.—Enclosed you will find money orders for 1,000 Premier plants and 400 Mastodon Everbearers. I received catalogs from four other nurseries and after looking them over I decided that I would order from you. Your catalog gave me something to think about.—Mr. J. F. Otto.

Fine, True Descriptions

La Porte Co., Ind., Jan. 10th, 1933.—I am sending you this order because I believe Dorsett is the kind of a berry for me to grow as I wholesale only on the Chicago wholesale market. I am well aware of the disadvantage of a dark color on some markets, and I like your fine and true way of representing each berry plant as to what is to be expected when it comes into bearing, as to color and firmness of the berries. Your description of berry plants makes it easy to choose the kind best suited to one's conditions. Keep the good work up and please do not disappoint me with these two varieties, Dorsett and Fairfax, so that I may try them both.—Mr. Martin Callender.

Much Different

Harrison Co., Iowa, February 23rd, 1933.—I have been a small fruit grower for 40 years and have tried many kinds of berries. Am nearly disgusted with the descriptions, or rather the lack of proper descriptions, in most catalogs. I must say yours does seem much different. My first order to you.—Mr. C. R. Smith.

Catalog a Peach

Piscataquis Co., Maine, January 23rd, 1933.—Your catalog is certainly a peach and just radiates honesty and square dealing. Am studying it now daily. My orders will not be large but you can look for them later on.—Mr. Leon T. Craig.

Information Worth \$5.00

Washtenaw Co., Mich., Feb. 5th, 1933.—I was sorry to have received your catalog too late to order last year. I would not take a \$5.00 bill for the information contained in it.—Mrs. B. E. Brinkman.

Its Sincerity Was Gold

Suffolk Co., N. Y., May 8th, 1933.—The strawberries I received from you on April 11th have given me so much satisfaction I feel duty bound to write you about them. Your catalog was a positive sales force. Its sincerity was gold. The berries arrived on time as ordered. The plants were strong, well rooted and liberally counted. Every individual plant is growing well. I thank you.—Mr. F. A. McDonald.

Stem to Stern

Trumbull Co., Ohio, January 13th, 1933.—I just received your 1933 Catalog. Have read it through from stem to stern. I must say that it is different from any catalog I have ever seen. You are on the right track with your test plot, and reporting the faults as well as the good qualities as you find them. You can make the poorest variety a million dollar berry by telling only the good qualities.—Mr. F. E. Vandervort.

Straightforward

Nowata Co., Okla., March 29th, 1933.—I would like very much to have order No. 3569 for 3,200 Blakemore strawberry plants shipped at once. This is my first order to The W. F. Allen Co., and will say your catalog strikes me as being the most sincere and straightforward of any I have seen.—Mr. Curtis F. Couch.

A Welcome Visitor

Ontario, Canada, April 30th, 1933.—Please find enclosed order for amount due and accept my thanks for sending my order forward. I feel you are the most trustworthy company I have ever dealt with. The honest description you give of the different varieties makes your catalog a welcome visitor and I hope you will continue to send it to me.—Mr. W. J. Holmes.

Gain or Loss?

DO YOU GAIN OR LOSE WHEN YOU DIG PLANTS FROM YOUR FRUITING BEDS TO SET OUT? OF COURSE, YOU "GAIN" THE COST OF PLANTS AND TRANSPORTATION, BUT DOES THIS BALANCE OFF THE MANY CHANCES OF LOSS IN DIGGING YOUR OWN?

1. The trouble and expense of digging and cleaning your own plants, especially where you are inexperienced at this kind of work and the soil is heavy and hard.

2. The money you would receive for the berries produced by the plants you dig, including the second crop where they are kept over.

3. The invigorating effects that often come from a change of soil and climate. There is often a marked gain.

4. The convenience of having plants right at hand when you want them.

5. The beneficial results of early planting are well known. You can take advantage of the first "open spell" (in the north) by setting Allen's plants instead of digging your own.

6. Well cleaned plants, with evenly bunched straightened roots make setting easier, quicker and better. We have received shipments of plants which were not properly cleaned. Dead and decaying leaves and runners were tangled indiscriminately with tops and roots. It costs from 30¢ to 50¢ per thousand to get such plants ready for setting. Cheap plants usually come that way even though the plants themselves may be fairly good.

7. Allen's plants are grown for plants, in a light, sandy loam soil. Many of the best strawberry soils are heavy and plants dug there are short rooted and knotty, making them hard to set and less resistant to drought or mechanical disturbances. When all the factors are counted in, you will usually find that by using Allen's plants, you get finer plants, at a lower cost, that will give better results than your own.

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A Fancy Pack for Fine Prices

The Search for Profits

Regardless of any rosy accounts you might read or extravagant claims you might hear, we do not believe there is any "royal road to riches" or any secret key to unlock the door to strawberry profits. There are rare instances of profits as high as \$2,000 per acre with our plants. \$1,000 per acre is not unusual. Profits of \$500 per acre have been quite common. We think that, except in years of unusually low prices, profits of \$300 or more per acre would be no more than the average for the better growers. However, when weather conditions are unfavorable and market prices very low, it is hard for even the best growers to avoid losses. In order to help decrease the chances of loss and to increase the amount of profit, we offer the following suggestions. We still have faith that, even the beginner, by following good methods, using good stock of the right varieties and by strict attention to harvesting and marketing, will have a better chance for some profit with strawberries than with most other crops.

Planning and Growing

1. Have some berries every year. With the return of better prices you should make larger profits, but keep in mind that no matter how high prices may go, you as a grower cannot profit thereby unless you have some berries for sale.

2. Keep in mind the comparison with other crops. Strawberry profits may have been low, but generally they have been better than most other crops. If other crops *have* failed and you want to try enough berries to make a real business out of it, do not forget that the motor truck puts all cities within one hundred miles or so in your market territory. You may find a couple of acres of strawberries will return you more real cash than a whole farm planted to some other crops.

3. Select some of your best land. You will put relatively a large amount of labor and expect relatively a large return from your strawberries. Do not waste your money and labor on poor land. Give your strawberries some of the best, and give it careful preparation.

4. Set fancy high-yielding varieties best suited to your purpose. We have tried to tell you the honest truth about all our varieties. We have summarized our conclusions on page 34, under "Picking The Winners." It should not be hard for anyone to know what to plant so get the best, and it is this kind that brings the highest prices.

5. Grow as many as you can handle properly but no more. The amount of other work you are attempting to do, the amount of land you have available, the locality in which you live, and the methods you intend to use in marketing would all have a bearing on this question. A half acre field on good land, well cared for and handled properly in marketing might well give more profit than twice the acreage poorly cared for.

6. Get good, dependable, well-rooted, true-to-name plants. Of course we hope you will get your plants from us, and we believe you will find it profitable to do so, but wherever you purchase, be sure they come up to the standards we have outlined on page 6.

Picking and Packing

Careful picking can make a vast difference in berries from the same row. It is our observation that growers in this section fall down worse in this respect than in any other. It is important to make the most of your efforts in growing fancy berries to put up a fancy pack.

Avoid green sides and tips by selecting a variety that ripens evenly and without green tips.

Have the pickers discard undersized berries and those which have soft or rotten spots (especially after a heavy rain).

Dirty or gritty berries (after rains) can be avoided by using a mulch or by selecting varieties whose foliage best protects the berries from this fault.

Berries look best in the package when the caps are left on and from one quarter to three quarters of an inch of stem is left.

Bruising and mashing berries detract from their value and can be avoided by careful picking.

Well-filled packages not only make the buyer feel that he is getting his money's worth (even at a higher price) but they actually make the berries show up better.

After being picked berries should be carried to the packing shed in a relatively short time. One hour's exposure in the hot sunshine will sometimes ruin an otherwise fancy quart of berries.

In packing, face the berries *some* if you must but not too much, as a reputation for an honest pack will help you sell on any kind of a market.

Clean, bright packages will make your fruit more attractive to the buyer than dirty, soiled packages.

Yields and Profits

1,000 Plants—\$100.00

Page Co., Va., March 23rd, 1933.—A few years ago I ordered 500 Premier and 500 Chesapeake plants and the second year I sold over a hundred dollars' worth of berries from these plants, and not counting all my family needed and the preacher.—Mr. C. L. Shenk.

Higher Prices for Fancy Berries

Maury Co., Tenn., January 7th, 1933.—In April 1931 I set out 300 of your Premier plants and 100 Big Joes from which I picked 620 quarts in the 1932 season. All who saw these berries said they were the finest ever grown in this section. Was able to receive from two to five cents more per quart than the prevailing market price.—Mr. C. A. Irwin.

Two Quarts Per Plant—A Fine Yield

Fairfield Co., Ohio, April 27th, 1933.—I received my Dorsett and Fairfax plants. They are the finest plants I ever saw. I have a wonderful patch of Chesapeake set out last spring. I planted them in black sandy loam and they surely did put out runners, making almost as much as Premier. Your plants are all you represent them to be. Last year from a planting of 700 I picked 1,400 quarts of good to fancy berries (under irrigation).—Mr. H. E. Benson.

Big Returns From 400 Premier

Orange Co., N. C., Jan. 8th, 1933.—In the spring of 1931 I purchased 400 of your Premier strawberry plants. This last spring from them I picked and sold 403 quarts of berries besides what we ate at home. They turned me out \$42.85. This past week I cleared up new ground in which I want to plant 1,000 of your Premier plants.—Mr. Hugh Woods.

Marketing

For marketing locally advertise a little either by a small ad in your local paper, or by a display in somebody's shop window. Try to have a fancy, high quality product and when you have, "blow your own horn" whenever and wherever possible.

Roadside Market. If on or near a well-traveled highway try a roadside market. Many growers are successfully disposing of their crops of strawberries as well as other things by this method. It is surprising how many automobilists like to buy fruits and vegetables right on the farm. On our own roadside market we have many regular customers who drive out from town in the afternoon to buy at the farm. Others traveling through on business or for pleasure notice the market and stop to buy on their return sometimes days later. Attractive products, especially fruits, will be bought by tourists to enjoy as they travel. Unless you have a market already developed look into the possibility of a roadside market. Like many others, we were amazed at the results from our own, even the first year. Perhaps you will be.

Hotels and Grocery Stores. It is an old truth that any produce well grown and well packed is half sold. We have many reports from customers that they dispose of all they can grow to such outlets, much of it being engaged even before it is harvested.

Wholesale Markets. If you are well situated from a standpoint of land and labor to grow considerable acreages of strawberries, keep in mind that the motor truck or train will quickly put your berries to the large Wholesale Markets. Even in seasons of low prices, the price range is wide enough so that if you can get top quotations there is almost always margin enough to allow you a fair profit.

A Sample Makes a Sale. We are positive that on the roadside market, in a local grocery store, or to the actual consumer, a sample of any product of superior quality will help sell it. This is true even on the wholesale markets. Read on page 16 about our experience in marketing Dorsett and Fairfax berries this year.

Worth Considering

Little money is needed to start a strawberry garden or a small business. A few simple tools, a small outlay for fertilizer, and the plants, which were never more reasonable in price than now. Also, strawberries yield quicker returns and bring in money earlier in the season than any other fruit crop.

Part time jobs can be profitably rounded out with strawberries. A small acreage can be made to do so much that a minimum of land is necessary. If no land of your own is available, perhaps a neighbor would let you use that vacant lot. Fertile land is best. Rank weed growth indicates good land.



Careful Picking Pays

Allen's Plants Pay

Allen's plants will pay you because they rate *good* in all of those factors which go to make up fine planting stock. We are able to maintain this high rating because we have nearly fifty years' experience in growing, selling and shipping this one product. Except for Asparagus roots, we handle no other nursery product, and we naturally can give more careful attention to all of the details than if a complete line of nursery stock, seeds, and other stock was handled. These details are often very important in getting good results.

Fine Planting Stock

True to Name. Mixed plants often cause great disappointment and loss. A field with irregular or broken rows, such as you would grow even with poor plants, might be more valuable than a vigorous, well-set row of some worthless variety, or a variety not suited to your soil, climate and marketing conditions. Utmost care is necessary to see that plants are grown True to Name and to keep them that way for shipping, and not mixed by careless handling.

Good Plants. This implies plants with vigorous, healthy crowns and buds and a well developed root system. The right soil to produce such results is necessary. Ours are grown in a sandy loam soil in which plants with fine root systems can be grown, and from which plants can be removed without breaking off great numbers of roots. The overhead cost on the land and taxes, the fertilizer, the labor of setting and cultivating, and all other costs up to harvesting, are just as great in a broken patch as in a patch where good plants have made possible a full stand and healthy, vigorous growth.

Promptness. Plants to be of greatest value should reach you when you want them and not after your best planting season has passed. Prompt shipment from freshly dug plants is a big help.

Proper Handling. Improper handling can mix up plants that have been kept true to name and can make worthless, or decrease in value, vigorous healthy plants, by exposure to sun and wind and by improper packing, which allows them to become dry, brown and devitalized.

Details of Proper Handling

Protection. Plants should be kept fresh and moist while digging and handling and not allowed to become dry and withered by exposure to sun and wind.

Cleaning dead and decaying leaves and runners helps enable the plants to reach you in good condition. Furthermore, well cleaned plants (samples of which you see illustrated on opposite page), bunched evenly, with roots straightened, make setting easier, quicker and better.

Grading. When you buy plants you expect to get full count of good plants. The field of plants in the picture shown below is an especially vigorous one. Even here, however, not every plant has been able to develop properly. In any field there are always some weak plants. These must be graded out rigidly. It is here that many plant growers fall down badly. It is usually in grading and cleaning the plants that a plant grower consciously or unconsciously decides whether his standards will be high or low. Of course some varieties like Blakemore, Pearl, and Senator Dunlap have small plants that on the average will not be as large as Big Joe, Chesapeake and Fairfax.

Packing. Plants properly packed have the roots between layers of moist spagnum moss and the tops to the outside of the crate, with bunches firm enough to prevent shaking around, but not tight enough to cause heating. Plants should be packed to reach you in good growing condition—fresh and moist—but not rotten nor dried up.



Strawberries Pay with Plants Like These

Plants that are true to name, that are brimful of pep and vitality, and that have all of their vigor retained by careful handling, are the ones that will produce best results for you. It is such plants that we are offering. You can depend on them. Others have found them that way.

Best Ever in Root Growth and Freshness

District of Columbia, March 20th, 1933.—Last Saturday I received the strawberry plants ordered some time ago. I have for many years ordered my plants from northern growers, thinking I would get stronger and healthier plants, but this thought has been entirely dispelled as the plants I received from you Saturday beat any I have ever received for root growth and freshness. They look as though they were ready to go at once. Each plant is a fine specimen. There are no weak runts and I expect every one to grow. I expect many friends to place their orders with you in the future.—Mr. Frederick I. Bartlett.

Healthy Plants

Tazewell Co., Ill., April 1st, 1933.—I have purchased plants from you several different times and they have always been real healthy plants. I certainly have been well satisfied, hence I am ordering again.—Mrs. Bess L. Freitag.

Excellent Plants and Overcount

Barber Co., Kans., March 23rd, 1933.—Plants received in A 1 condition. Quality of plants excellent and overcount. If they do not all grow we won't blame the plants.—Mr. M. D. Serrot.

Liberal Count—Finest Roots

Middlesex Co., Mass., May 4th, 1933.—Strawberry plants arrived today in fine condition, liberal count, and the finest roots I ever saw on any plants.—Mr. Sherman A. Swift.

Crowns Large, Roots Fine and Long

Oceana Co., Mich., April 22nd, 1933.—My order for 75 plants of new varieties is received, and wish to say I never saw any finer plants for size and large crowns with long and fine roots. I have bought thousands of plants and know quality. You know how to produce A Number 1 plants.—Mr. Benton Gabhart.

Best Trimmed Plants

Onondaga Co., N. Y., May 14th, 1933.—Your strawberry plants received all right. I want to say that they were the best plants I have ever received and the best trimmed. In fact, did not have to sort them over, which, of course, pleased me. I am not a large grower, but put out 5,000 a year and have for the past ten years. Thank you for your courtesy and for the fine plants you sent me.—Mr. J. W. Dow.

Allen's Plants for Many Years

Washington Co., Ohio, April 26th, 1933.—Please send enclosed order as soon as possible. The other 1,100 you sent me came in a week after I mailed my order to you. They were in fine shape. I have been getting plants of you off and on ever since my kids were little, and I have been a grandmother for sixteen years.—Mrs. Frank Davis.

Fresh and Crisp to Oregon

Washington Co., Oreg., May 12th, 1933.—Received the box of 500 Fairfax strawberry plants yesterday. They ar-

rived by express and the plants seemed exceptionally fresh and crisp. I will want several thousand Premier plants next year.—Mr. Fred E. Anderson.

Not One Plant Died

Fayette Co., Pa., March 20th, 1933.—Three years ago we ordered our plants from you and they arrived in very good condition and not one plant died. We were very well pleased with them. Hope they will do equally as well this year. We have ordered our plants from you for years and can always depend on your stock.—Mr. T. H. Smith.

Healthy, Well-Rooted Plant

Providence Co., R. I., April 20th, 1933.—The shipment of 10,000 Mastodon plants arrived in excellent condition. We have never seen such healthy, well-rooted plants.—Miss Isabel MacDonald.

Perfect Condition—Full Count

Albemarle Co., Va., March 31st, 1933.—I received the 1,000 strawberry plants. They are very fine plants and were in perfect condition and full count.—Mr. A. W. Childress.

PLANTS THAT PRODUCE RESULTS



Allen's Plants Grow

1,500—Not One Died

Hartford Co., Conn., April 3rd, 1933.—Last year I planted my first strawberries and was well satisfied with the plants you sent me. Of the 1,500 planted not a single plant died, and they wintered through fine. I followed your catalog instructions and thought I did pretty well for a greenhorn.—Mr. L. N. Dunham.

Every Plant Living

Kenton Co., Ky., May 7th, 1933.—Plants I received from you the 15th of April I just finished setting yesterday. Heeled them in at once and have had rain most continually. Every plant is living and looks fine. I write to thank you for such fine plants and liberal count.—Mr. J. J. Bristow.

All Fine

Washington Co., Md., May 10th, 1933.—Enclosed please find check for strawberry plants and many thanks for them. You may be interested to learn that although the weather prevented my planting them for two weeks, they all lived and are fine.—Mrs. Bertha Stouffer.

Growing Steadily

Union Co., N. J., May 31st, 1933.—Just a word of praise for your Mastodon Everbearing plants which I set out in April. Every one is living and showing steady growth. Thanks for the extra count.—Miss K. Renneman.

Very Good Plants—Satisfied with Results

Cattaraugus Co., N. Y., Jan. 4th, 1933.—Last spring I ordered from you 1,000 Mastodon Everbearing strawberries and I may say they were very good plants. I set these plants out according to your plan, cultivated them your way, and I am surely satisfied with everything.—Mr. Lyle R. Warner.

Allen's Plants Better

Hamilton Co., Ohio, Feb. 1st, 1933.—My 3,000 Premiers I received from you last year made a splendid growth. We always found Allen's plants to be far better than other growers.—Mr. Christ Ruehl.

Bought 7,000—7,108 Living

Somerset Co., Pa., May 15th, 1933.—The 7,000 strawberry plants I bought of you this spring are doing fine. I did not get them set out for 15 days after they arrived, but did not lose a single plant. I have carefully counted them in the field and have 7,108 nice thrifty plants growing. Thank you for the full and over count.—Mr. J. F. Roberts.

First Crop a Great Success

Roane Co., W. Va., August 28th, 1933.—We had great success with the strawberry plants received from you some time ago. We received the first crop from the plants and it was a great success. They averaged about one quart to the vine.—Mr. Hubert Humphreys.

Strawberries for the Home

There never was a time when the chances of getting real enjoyment from your own strawberry garden were as good as they are now. The new, high-quality berries, Dorsett and Fairfax (Southland for the South), add a touch of delicious flavor never before available. We believe the small amount of expense and effort spent on your own strawberry garden will be well repaid. A small plot with from two hundred to five hundred plants will assure you of many things.

1. Plenty of luscious berries over a long season, right fresh off the vines.
2. All you want for table use, "sugared down," or otherwise.
3. Strawberry shortcake, strawberry ice cream, cool drinks from strawberry juices—and other ways.
4. Plenty of berries to can and preserve for winter use.
5. Enough to share with your friends.
6. Ready money from the salable surplus.
7. With the Everbearers, berries for use all through the late summer and fall.
8. As suggested above, the new, high quality berries, Dorsett and Fairfax, will add a touch of royal flavor with which you will be delighted.



Shortcake for Dinner

Berries to Eat, Can, and Give Away

Boone Co., Ill., April 4th, 1933.—We wish to tell you how much we like Premier berries. We had a hundred plants three years ago. We picked 85 quarts our first crop and thought that was wonderful. Last year we ate all we wanted, canned, and gave quite a few to friends. The plants were wonderfully rooted. When received were O. K.—George Kaltenbach.

Extra Money from the Surplus

Oswego Co., N. Y., April 6th, 1933.—In 1930 I purchased 100 premier plants and lost two. In 1931 I picked 295 quarts of strawberries, so am sending again. I sold \$20.95 and had an abundance for myself, and I also gave some to my friends.—Mrs. John M. Stouck.

Even Small Plots Worth While

Grant Co., W. Va., August 7th, 1933.—I ordered strawberry plants from you a year ago last spring. This spring I picked 90 gallons from a plot 35 feet square. I will want more Premier. Klondyke did not do so well.—Mr. S. G. Harman.

Everbearing Berries Until Thanksgiving

Philadelphia Co., Pa., Nov. 15th, 1932.—Mrs. Cooper and I want to thank you for the Mastodon strawberry plants you sold to us. They were splendid and ever since they started to bear fruit we have not been without a few nice berries each week. Had ice and a good freeze here today but there are blossoms and berries still in abundance. We have been very happy to show our friends the patch of 200 plants and do not fail to tell them the firm we bought them from. Best wishes for your prosperity.—Mr. Fred D. Cooper.

Poultry and Berries Team Up Well

Piscataquis Co., Maine, March 20th, 1933.—The plants that I got from you last spring were nice ones and they did well through the summer. We have lots of hens and I used hen manure on them and they looked the best last fall of any that I ever saw. I would recommend anyone that keeps a flock of hens to set out plants enough to raise what berries they want for their own use. If they do that the chances are more than even that they will have more to sell than they can use at home. Don't forget to send my neighbor, Mr. W. T. Morrill, a catalog.—Mr. Leslie Ames.

Common Sense Methods Enable Even the Beginner to Grow Strawberries Successfully

Soil and Climate

No one should hesitate to set strawberry plants on account of climate or soil. They are grown successfully in semi-tropical Florida and as far north as Canada and Alaska.

They are grown successfully on light sandy types of soil and on heavy clay soil, although, like most other crops, they respond very quickly to fertile, well-drained soils that are full of humus and retentive of moisture.

If your neighbors or others in your locality can grow strawberries, you can, too. But even if no one in your section does grow them, that is no reason why you should not attempt it. It may even be an added reason why you should, because it might leave a better market for your crop or surplus over what you need for home use.

Selecting and Preparing Land

In selecting a soil, keep well in mind that any good garden soil will produce strawberries successfully. If planting a larger acreage, it is well to select a field that has been planted to some hoed crop such as potatoes, beans, cabbage, where the growth of grass and weeds has been kept down and not allowed to go to seed.

It is also well to remember that one of the most essential requirements for strawberries at fruiting time is plenty of moisture. Any soil that has had good crops of cow peas, clover, rye, or any other cover crop turned under will be full of humus, and, therefore, more retentive of moisture, as well as looser and more easily worked in the case of heavier soils.

Sod land should be avoided if possible, as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow the land in the fall, harrowing it during the winter and early spring as often as you can, and many of the grubs will be killed out.

The land selected should be plowed in early spring. If the field has been selected the preceding fall and rye planted, a heavy sod of rye plowed under in early spring will help, altho, of course, it is not necessary. After the ground is plowed in the spring it should be harrowed thoroughly. If stable manure is to be used (see manure and fertilizer, page 10) we like it best spread broadcast on the land just after it is plowed. Then the land, either with or without the manure, should be disced thoroughly, and, if

necessary, dragged to level it up so that a nice, soft, even planting bed is available.

Our ideal one year's preparation for a given piece of land for strawberries would be to broadcast the land with stable manure as heavily as possible for the preceding crop. In this section, that crop would be sweet potatoes, especially on lighter soils, because they are usually kept free of weeds and grass, and when dug there is a very helpful quantity of leaves and vines left in the ground. If dug early, there is also opportunity to plant rye and have a good sod to turn under in spring. The special point we want to make here is that the residual effect of stable manure (especially if quite coarse) applied to previous crop has given us just as good (perhaps better) results as when applied same year plants are set.

Green Manures

The soil for strawberries can be improved very greatly by the use of green manure crops. Clovers, beans, peas or other leguminous crops are fine. Oats, wheat, rye, millet and other vigorous non-legume crops are also very beneficial. Perhaps in some cases even better than the legumes because of the fact that they produce a great volume of humus (organic matter). If you want to plant strawberries and have no field following a hoed crop or one that has been prepared by plowing under green-manure crops remember that **weeds** and **grass** are valuable in adding humus and retaining moisture if plowed under before they go to seed and while they are still green. Dried-out weed growth is of little benefit. Watch the hoeing closely the following summer if this kind of land is used.

Clipping the Roots

Clipping the roots is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better, however, to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used, it is probably better to clip the roots any way to expedite handling the plants, unless they are very small.

Time to Set Plants

EARLY SPRING IS THE LOGICAL, NATURAL, AND MOST SUCCESSFUL TIME TO SET STRAWBERRY PLANTS. SO DON'T NEGLECT SETTING PLANTS SOME TIME THIS SPRING THINKING YOU CAN MAKE IT UP BY EARLY FALL PLANTING. IT CAN'T BE DONE.

How Early?

Just as soon as weather permits getting ground ready. In the South, February and March and early April. In the Middle States, March and April. In the Northern States, April.

Be sure to order early enough so that plants can be right at hand as soon as your ground is ready. Early setting pays big—the plants start quicker, grow better and make better beds than plants set late.

When a plant grower in the latitude of New York or Massachusetts can dig plants, berry growers in those sections should be setting their plants. This is a big advantage we can give growers in those latitudes. We can dig and ship plants earlier and have them right at hand for early planting.

Care of Plants

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for some time before setting, perhaps over night. If plants have become quite dry in transit it will help to put them in soak, that is to let them stay in the water for several hours. Over night will not hurt. When this is done, however, they should be set fairly soon after being taken from the water. At any rate have them thoroughly moistened when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this for two or three days. If weather is too warm to keep plants, or too cold to set them out they should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when heeling is done.

Setting the Plants

Where commercial fertilizer is to be used under the plants, rows should be run out 3 or 4 inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse-drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant oftentimes near the surface of the ground. A spade, trowel or dibble are the tools most often used in setting plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press

the ground firmly against the roots and to see that enough dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

Cultivation and Training

The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to **uncover the buds** of any plants which might have been planted too deep. If this is not done very early, these plants will not recover in time to amount to anything, even though they might live along all summer. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and one-half inches is deep enough for the hoe, or perhaps slightly deeper with the horse cultivator. Varieties like Chesapeake which are hard to bed at best are very responsive to thorough and frequent stirring of the soil.

We believe in the well-spaced matted row system of training strawberries, and with this system the first runners from the plants should be encouraged to take root, forming from 10 to 20 or even more young plants from each plant set, paying some attention as the hoeing is done to see that the plants do not become crowded too thickly on the bed. If the plants can be spaced in training them so that each plant is a few inches from any other plant, but with a well filled-in row 15 to 18 inches wide, you will have a very favorable condition for getting large crops of fancy berries. Of course, a wider bed is O. K. where the rows themselves are set 4 feet or more apart, and a narrower bed might be more desirable where the rows are only 3½ feet apart. The saving of the first runner plants becomes very important when it is realized that the set of fruit buds will be much heavier on these plants than on those formed in late summer and fall. Investigators have established this fact very definitely.

If you desire to use the hill system, the plants should be set considerably closer together and all the runners kept off. We feel that the hill system, if used at all, should be only in cases where the ground is very limited or perhaps with the Everbearing varieties.

Manure and Fertilizer

Barnyard manure spread broadcast on the land after it is plowed and thoroughly disced in is the best thing you can do to add fertility to the land to get a better growth of strawberry plants and fruit. However, this is not necessary. Green manure crops and fertilizer will give very good results. We have had some remarkable results in plant growth from using a mixture composed of 1,500 pounds dissolved bone and 500 pounds of super phosphate. The analysis of this mixture is about 3-10-0. Use about 500 or 600 pounds of this per acre in the drill before the plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill, it should be worked in thor-

oughly, going at least twice to each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 pounds or more per acre of this mixture thoroughly harrowed in before the plants are set, can be used without injury and possibly to advantage. If this amount is to be used, however, we would much prefer to put five or six hundred pounds in the drill and use the balance as a side dressing in late summer. Not more than six hundred pounds should be used in the drill. We have used as much as seven hundred pounds of this without injury, but have seen severe injury from 1,000 pounds in the drill, not thoroughly mixed with the soil. In no case should nitrate or potash salts ever be used in any mixture drilled under the plants. Contact of any of these materials with the roots will surely burn them. In the past many thousands of plants have been killed by such methods. As a top dressing to be used in late summer, or in early spring before growth starts, we have seen 4-8-4 and 7-6-5 fertilizer give excellent results. In a very dry season on very light soil, we have seen fertilizer applied in early spring cut down the yield by producing a heavy growth of foliage which sucked out the scanty supply of moisture. Moist soil, full of humus or naturally springy, would have made the fertilizer application a paying investment even that year. Nitrogen and phosphorus seem to be the most necessary elements for plants and fruit growth. As indicated above it has been customary to include considerable amounts of potash in fertilizers to be used as top dressings either in fall or spring. However, no one has yet reported actual experiments showing that potash was any benefit to the fruit. On the other hand, there are definite indications from some investigators that the inclusion of potash under some conditions is an actual detriment, checking the plant growth and materially reducing the eating quality of the berries. Likewise, applications of potash, either alone or in combination with other fertilizers, have not increased the firmness or carrying quality of the berries. This was checked by Government investigators who used a pressure tester to indicate the firmness of the berries, and who made several shipments of other lots to test carrying and keeping quality. Most soils have ample quantities of potash for strawberries, and this element should be used very sparingly if at all. Excessive quantities of nitrogen should also be avoided, as **too rank growth** that an excess of this element produces is not favorable to pollination nor to the keeping quality of the berries.

Except in very acid soil, lime should not be used for strawberries. An excess of lime in the

soil is likely to have a very detrimental effect on the growth of the plants.

Perfect and Imperfect Varieties

Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. Alternating plots of different varieties made necessary by one of them being imperfect are a nuisance to the grower at harvest time. In our price list perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

Mulching

A mulch is applied for one or all of three reasons: First, to protect the plants from freezing and thawing of the soil in winter; second,

to keep the soil cool and moist during the season when fruit is being produced; third, to keep berries from being spattered with dirt by rain during fruiting season.

The mulch should be applied in the fall. In the spring when the plants begin to start, this is raked to the center of the rows or worked down between the plants in the row, and there serves the purpose of retarding the growth of weeds and grass, keeping the ground loose and moist and the fruit clean. Use marsh grass, rye straw, wheat straw or similar material. Coarse manure can be used but any heavy lumps must be beaten up or they will

smother the plants in the spring.

Distance to Plant

We recommend setting the plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as much as $4\frac{1}{2}$ feet, if the soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dunlap, Missionary and Blakemore which make large number of plants should be set farther apart than varieties like Chesapeake, Lupton and others that make larger plants, but not so many of them. When set in rows 3 feet 8 inches apart and spaced 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.

Spraying

Spraying is not usually necessary in growing strawberries successfully. Care in purchasing healthy plants, and in selecting varieties immune or resistant to disease and insects is much more important.



Heeling In Plants

Two Years' Results in Testing Varieties

"I learned more in one day at your variety experiment plot than in five years of local observation," wrote Mr. Fred W. Wittman, a large strawberry grower in Mercer County, New Jersey, after visiting our trial plots in May, 1933. This bears out our belief that the results of these tests are well worth some study by all strawberry growers. In studying the results, the conditions of the experiment should be kept in mind.

1. Average Conditions. The soil was neither very high nor very low, being a good medium loam of average fertility, to which we applied a moderate amount of fertilizer such as any regular grower would apply. The 1932 and 1933 plots were on the same piece of land with the ends of the rows adjoining. Soil and fertility conditions were identical.

2. Uniformity. As in 1932, the plant growth of all varieties was very good, making fruiting beds with as much growth as would normally be expected for each variety.

3. Moisture Conditions. 1932 was very dry, with no rains in the important period just before ripening and none during the entire fruiting season of the early varieties. In 1933 there was plenty of moisture in the period before ripening and entirely too much during the ripening season, with rains nearly every day or night. These two years have certainly furnished extremes of moisture conditions under which to test the varieties.

4. Yield Per Acre. Berries inferior in size or condition rarely bring a profitable price. The total yield of a good grade of marketable berries is, therefore, of prime importance in studying any production figures. All berries, regardless of grade, are included in the figures given.

Total Yield in Quarts Per Acre

Variety	1932 very dry year		1933 very wet year
	Qts. per acre	Per cent good to fancy	Qts. per acre
Dorsett	6,640	83%	11,775
Fairfax	5,120	90%	11,214
Premier	4,520	77%	11,675
Southland	4,480	94%	8,417
Blakemore	3,360	76%	10,600
Howard Supreme	2,680	73%	11,354
Bellmar	2,480	84%	10,092
Ridgely (Jupiter)	480	50%	8,971
Aberdeen	3,200	77%	11,700
Beauty	2,400	56%	7,850
Big Joe	2,720	62%	9,845
Chesapeake	3,160	62%	9,111
Lupton	3,080	79%	no record
William Belt	1,760	50%	no record
Big Late	1,280	75%	9,251

Grade of Berries, 1933

Actual percentages on grade were not compiled in 1933, but close observation revealed the following:

Dorsett, Fairfax, Blakemore and Chesapeake stood up under wet conditions better than the others.

Premier, Bellmar, Howard Supreme, and Big Late produced many fine berries, but even under ample moisture conditions so many were set that a fairly large percentage was not marketable on account of small size.

Hot suns following the rains caused many of the Aberdeen and Beauty berries to be ruined by sun scald.

Ridgely (Jupiter) has very firm flesh but breaks down quickly under wet conditions.

Big Joe seemed to thrive on plenty of moisture. It was very fine this year.

Dorsett and Fairfax, Blakemore and Southland, with very favorable foliage conditions, showed less grit on the berries after the rains than the other kinds.

Dorsett and Fairfax Still Ahead

The continued superiority of Dorsett and Fairfax over all other early varieties is the outstanding feature of the trial plots this year. As is shown in the table, all varieties have given a very marked increase in total yield, but when the grade of berries and other factors are considered, Dorsett and Fairfax are still far in the lead. To test variety responses to very dry and very wet conditions, no two better years than 1932 and 1933 could have been selected.

Catskill. Next to Fairfax and Dorsett, the variety that attracted most attention among a number of large commercial growers who visited these plots at fruiting time was New York Seedling No. 4435. This has since been named "Catskill." For anyone interested in a new and better mid-season berry, Catskill will bear watching. Read about this variety on page 26.

What's in a Name?

Orem (Frostking)	For one reason or another,
Ridgely (Jupiter)	these present-day
Lupton (Townking)	varieties have been in-
Marshall (Banner)	troduced under two or
Howard 17 (Premier)	more names.
Chesapeake (Lateberry)	
Senator Dunlap (Dr. Burrell)	
Progressive (Champion, Imperial)	
Big Joe (Joe, Joe Johnson, New Hope)	
Parsons Beauty (Gibson, Pocomoke, Sussex)	
Big Late (Kellogg's Big Late, Townsend's Big Late)	
New York (Corsican, Uncle Jim, Oswego, Armstrong)	

Seeing Is Believing

We were very much pleased to welcome a number of our customers who visited our trial plots last May. In addition to our 1933 trial beds which will be bearing their second crop, we now have some excellent fruiting beds of about forty-five of the leading standard and new varieties, and about 160 seedlings selected from thousands at the breeding plots of the U. S. Department of Agriculture. These beds will bear their first crop in May and June, 1934. There will be lots of valuable information to be had from visiting these plots. Come and see them! We want you to have the information and we want to welcome you. We expect to pass along this information in our 1935 catalogue, but **come in May and you gain nearly a year.** Besides, SEEING IS BELIEVING. Best date, May 25th.

Lessons From the Two-Year-Old Trial Beds

After fruiting in 1932, no attention was given our trial beds until March, 1933. At that time the old weeds were pulled out, the middles of the rows cultivated, and the beds given an application of about 400 pounds per acre of a 5-8-5 fertilizer.

No actual yield records were kept from these beds, but close study revealed the fact that Dorsett, Fairfax, Blakemore, and Chesapeake were unusually good as two-year beds. Big Joe, Lupton, Beauty, and Southland were moderately good as two-year beds, while Premier, Bellmar, Howard Supreme, Aberdeen, Ridgely (Jupiter), and Big Lake produced a very poor crop the second year.

For a long time Premier has been generally recognized as the most valuable all-around early berry, but its inability to hold up satisfactorily the second year has been noted by many growers. It is interesting to note that many of those varieties which are of least value as second-year beds behave like Premier; that is, they set tremendous numbers of berries, many of which cannot possibly size up enough to be marketable, and thus bear themselves out so much that they apparently cannot come back the second year. Dorsett and Fairfax, on the other hand, set a relatively small number of berries per plant, but are able to mature practically all of them to a good marketable size without wasting very much of their tremendous vitality in producing worthless fruit. It is only natural, therefore, that they should be able to come back strong the second year. Chesapeake, likewise, by setting a small number of berries per plant, is able to size up practically all of its fruit. It was even better the second year (wet) than it was the first (dry). Chesapeake, however, is not always able to equal some of the others in production. Fairfax and Dorsett, on the other hand, have not so far failed to equal the "heavy setters" in total yield, and the grade of berries simply outclasses the other early kinds on their showing up to this time.

Blakemore berries were larger on the old beds (wet year) than they were on the young beds (dry year). We feel Blakemore will be disappointing in dry years unless the plants are kept well thinned.



A Fine Crop in Prospect

Dorsett and Fairfax

Setting Higher Standards of Value

NEVER BEFORE IN OUR forty-eight years' experience in growing strawberries have we seen any varieties look as good to us as Dorsett and Fairfax. Another year's results in our test plots as well as actual sales of berries from our small fruiting patches bear out previous results and fully justify our enthusiasm for these two berries. Both Dorsett and Fairfax have proved far superior up to this time to all other early varieties, including Premier. We can truthfully say that we never expect to set another Premier plant for fruiting purposes. We are so sure that Dorsett and Fairfax will be money makers even in hard times that we fully expect to plant enough to

more than double our normal fruiting acreage. We hope all strawberry growers will study closely the two years' results in our trial beds, under extremely dry and extremely wet moisture conditions, published on page 12; the actual sales of berries on the New York wholesale market reported on page 16; the table of comparative values on pages 18 and 19, and the letters from growers, published on page 21, which indicate that these berries will be equally successful in all of the sections where Premier has proved so valuable. In order to describe them more accurately and to emphasize their points of difference as well as their likenesses, we are going to describe them together.

ORIGIN

Both Dorsett and Fairfax are seedlings of Premier and Royal Sovereign. Premier, as most growers know, has been the most valuable all around early berry in this country for a good many years. Royal Sovereign is an old English variety long known for its unusually high dessert quality. Dorsett and Fairfax have been tested since 1923 (Dorsett) and 1925 (Fairfax), and were known as U. S. Department of Agriculture seedlings No. 633 (Dorsett) and No. 613 (Fairfax). They were selected from fields containing thousands of seedlings from scientific crosses and from several hundred seedlings with the same parentage. These two (No. 613 and No. 633) were picked because they combined and emphasized the good qualities of both parents with additional advantages of their own which hybrids often show.

VIGOR AND HEALTH OF PLANT GROWTH

In this respect both Dorsett and Fairfax equal or surpass any other varieties. Both are exceptionally free from disease, very vigorous in growth, and maintain their vigor and health of foliage throughout the fruiting season. Dorsett usually makes somewhat more plants than Fairfax. These varieties have so much vigor that we want to warn growers who have exceptionally rich land and those who are located in extreme Northern States not to fertilize too heavily, and thus reduce yield by having too vegetative a growth.

PRODUCTIVENESS

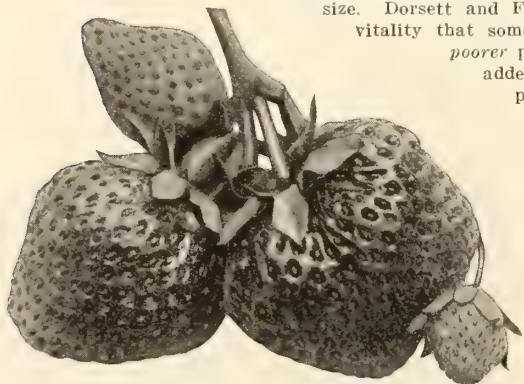
As will be noted in the trial plot results, page 12, Dorsett and Fairfax rank with the best in productiveness. In the dry year they were far better than the others. In the wet year, all varieties were able to produce very heavily. The figures, however, include total production. No table could show adequately the vast superiority of Dorsett and Fairfax to the other high-producing varieties. The table does not show the much larger average size, the greater attractiveness and the ability to stand the extremely wet moisture conditions that was displayed by the Dorsett and Fairfax this year. Dorsett and Fairfax do not set great numbers of berries per plant. Many varieties excel them in this respect. Some varieties set so many berries they cannot possibly grow them to a marketable size. Dorsett and Fairfax set enough to make tremendous yields, but the vitality that some varieties, even Premier, often spend in growing the poorer part of their crop is used by Dorsett and Fairfax to put added size to all of the crop. Dorsett is somewhat more productive than Fairfax, but both are heavy producers.

RESISTANCE TO FROST DAMAGE

Dorsett and Fairfax, including the years they were in the seedling fields, have been fruited seven years or more. During that period no appreciable damage from frost has been noted to either variety. Both of them, being crosses of Premier, should be able to withstand severe frosts.

SIZE OF BERRIES

Berries of both Dorsett and Fairfax average very large, considerably larger than Premier, and much



Cluster of Dorsett Berries
(much reduced)

larger than Blakemore under similar conditions. They are fully as large as that Aristocrat of all late varieties, the Chesapeake. In fact when the berries first mature, Fairfax resembles Chesapeake very much in size and appearance.

FIRMNESS OF BERRIES

Dorsett and Fairfax berries are both very firm, Fairfax being somewhat the firmer of the two. Blakemore is considered very valuable as a long distance southern shipping berry largely because of its unusual firmness. As compared with Blakemore, Fairfax is slightly more firm and Dorsett slightly less firm. Both of them are much firmer than Premier and are suitable for shipping berries as well as for local market and home use. Furthermore, they are firm enough to stand up better than other varieties where lack of sufficient labor makes it impossible to keep the berries picked closely, and where they are subjected to very wet conditions due to frequent rains.

COLOR OF FRUIT

Dorsett berries at the proper picking stage are medium light in color and retain their lightness to a very high degree even after they begin to get quite ripe. Fairfax at the proper picking stage is medium dark, becoming very dark after they get riper, and almost purple for several days before they begin to decay.

APPEARANCE

Personal liking for light or dark berries will govern whether Dorsett or Fairfax berries are considered more attractive. On the table, page 18, we have rated Dorsett as slightly more attractive of the two, only because a few of the early berries of Fairfax, although extra large in size, are somewhat irregular in shape. We have found this condition only in one plot where very late setting had resulted in a thin fruiting bed. During several years on our well-filled beds we have not noticed this irregularity of the first berries. Both Dorsett and Fairfax show up very well in the package and on the market *they bring top prices.*

QUALITY

As we stated last year, Dorsett and Fairfax set new standards in quality. They both very definitely have something which no other varieties have. Most of those who have eaten them place Fairfax slightly ahead. A few like Dorsett best. All agree, however, that either of them is superior in quality to any other variety ever introduced. Other varieties have size, color and attractiveness, but we feel that it was those factors coupled with the unusually high quality of Dorsett and Fairfax that was largely responsible for the really amazing prices which we obtained for Dorsett and Fairfax on the New York Wholesale market last season.

A REAL TRIBUTE TO QUALITY

In our trial plots last season the fruit on our young fruiting beds was saved for study by ourselves and visitors, and for yield records. A fine crop on the old beds was used for observation and for eating by visitors and local friends. One day while the menfolk were studying the young trial beds a group of seven or eight of the women and children were turned loose on the old trial beds. They started eating in the rows where their cars happened to stop, changing from row to row. Three rows, one Dorsett, one Southland, one Fairfax, ran through the center of the plot. They were asked to try those. They did so and from then on not one of the whole group ate a berry from any other row, although there were about one hundred rows and over forty different varieties at their disposal. This action from such a group, knowing little or nothing of varieties, was a real tribute to real quality.

BETTER QUALITY MEANS BIGGER MARKETS

We stated last year that we felt the higher quality of Dorsett and Fairfax would result in an increased consumption of berries. We feel that even more strongly after another year's experience with them. We know that it has worked this way with our own families, with our office force, and with friends who have had these berries available. With Dorsett or Fairfax on the table, second helpings become a habit.

DORSETT OR FAIRFAX—WHICH?

Both varieties have such a full measure of all those things which are desirable in strawberry varieties, that a choice between them should be determined largely on whether you and your market prefer a medium light or a dark berry. If no preference in this respect, then selection would depend on your personal choice between the two royal flavors. We believe that everyone who grows strawberries, whether in the home garden or in a large commercial way, should try out both varieties, but those who contemplate setting a good many of them will set more Dorsett if their market prefers light berries, and more Fairfax if they prefer dark berries. Most wholesale markets prefer the lighter berries because of the feeling that lighter berries are not so ripe and will keep longer. Price list page 35.



Pint of Fairfax Berries
(much reduced)

Cashing In With Dorsett and Fairfax Berries

Size and attractiveness of these berries, together with their "royal quality", worth real money on New York wholesale market.

FED. LICENSE NO. 9780

"UNIFORMLY



THE BEST"

AMERICAN FRUIT GROWERS

INCORPORATED

FRUIT & PRODUCE COMMISSION MERCHANTS

CORNER WASHINGTON & FRANKLIN STS.,
NEW YORK

October 5, 1933

The W. F. Allen Company,
Salisbury, Md.

Gentlemen:

Our Accounting Department has checked up the actual sales on strawberries we sold for you during period of May 23 to May 31, 1933 inclusive. Below you will find listed the dates shipments were received and sold, together with actual prices in cents per quart on the several varieties, namely Premier, Dorsett and Fairfax:

Date	Premier	Dorsett	Fairfax
May 23	6¢	15¢	
May 24	6-7¢	12¢	12½¢
May 25	5-6¢	13-15¢	--
May 26	4-6¢	15¢	15¢
May 27	4½-5½¢	13¢	--
May 28	6-7¢	15¢	10-12¢
May 31	4-5¢	15¢	13¢
			13¢

The outstanding feature is the difference in price on the Dorsett and Fairfax as compared with the older known variety of Premier. The market during this period was oversupplied and yet you will note the Dorsett variety particularly sold for more than double the price of Premier, which indicated to us that the trade, particularly the better class, would pay a premium for fine quality. However, the supplies which we received of the Dorsett and Fairfax varieties were limited and we could not begin to supply our customers, consequently it was necessary for us to "piece" them out in small lots.

Many comments were made by the trade in general as to the outstanding quality of the Dorsett and Fairfax berries. In fact, some of our friends, incidentally competitors, were inclined to doubt that we, or anyone else, sold strawberries up to 15¢ per quart when the market on Premier was anywhere from 4¢ to 7¢, but when they had an opportunity to see the berries they admitted same were well worth the difference in price.

Very truly yours,
AMERICAN FRUIT GROWERS INC.

H. L. Huber
MANAGER



hlh:jgd

Get Started This Year

We thoroughly believe that Dorsett and Fairfax afford the greatest opportunity to *cash in* on something *new* and *better* that we have seen in our 48 years' experience in growing strawberries.

Judge by Actual Results

Sales (1933)

Dorsett and Fairfax (season's average)	over 13¢ per qt.
Premier (season's average)	5½¢ per qt.
Premier (best lot, best sale, best day)	7¢ per qt.

Rate of Yields

	Fruiting season—1932 very dry	1933 very wet
Dorsett	6,640 qts.	11,775 qts.
Fairfax	5,120 qts.	11,214 qts.
Premier	4,520 qts.	11,675 qts.

These yield records are for total production. They do not show the much higher percentage of marketable berries produced by Dorsett and Fairfax.

These actual sales were on the New York City wholesale market. How much easier it should be to cash in on Dorsett and Fairfax **quality** in smaller markets, where the grower is closer to the consumer. A sample makes a sale.

This report is not a single sale built up for publicity purposes, but covers seven straight shipments. After the first day these two varieties were sold before they reached the market, and on arrival divided up among the buyers at the prices shown.

Premier should do much better in a season of favorable weather and higher general prices. But so should Dorsett and Fairfax. Isn't it true that it is easier to get a higher price for extra quality of anything in good market years than in low-price years like 1933?

*Yes, Dorsett and Fairfax plants will cost more than Premier. Plants for an acre (7,000) of Dorsett or Fairfax will cost \$63.00. Same quantity of Premier, \$24.50. Difference, \$38.50. However, a gain of 2 cents per quart (instead of the 6 to 8 cents gain actually received) and a yield of 4,000 quarts per acre (much less than actual yields even in very dry year) would more than **twice** pay the extra cost of Dorsett or Fairfax plants.*

Of course, when large quantities of these berries are available, it cannot be expected that these tremendous price differences for Dorsett and Fairfax berries will be maintained. But we are so sure they will continue to excel all others in price and profit that we are planting heavily of them for fruiting purposes. We have faith that they will **Prove Profitable**, even in low-priced years, when other varieties barely pay their way.

COMPARATIVE VALUES

Points of Merit (For fuller explanation- see below)	Dorsett	Fairfax	Premier	South- land	Bellmar	Blake- more
Plant Growth:						
Vigor of plant growth	100	95	90	95	95	100
Ability to hold up thru fruiting season	100	100	90	95	80	95
Freedom from disease	100	100	100	100	95	100
Productiveness:						
Under ample mois- ture conditions	100	95	95	85	90	90
Under very dry con- ditions	100	95	85	85	65	75
Ability to set fruit under unfavorable conditions	95	100	100	85	85	100
Size: Ability to size up bulk of crop	100	100	85	90	85	75
Quality: (See page 20)	100	100	75	90	80	70
Firmness: (See page 20)	85	95	70	80	75	90
Attractiveness: (See page 20)	100	95	90	90	90	100
Color: (See page 20)	Light	Dark	Medium	Medium	Dark	Very Light

Values Determined By Experience

In January, 1933, at a farmers' meeting at Harrisburg, Pa., a strawberry grower told us that he could not grow satisfactory crops of Big Joe and that it was not a profit maker for him. Within an hour another grower from an adjoining county said to us, "Big Joe does fine for me. It is the biggest money maker of any variety I have." These incidents are illustrations of the fact that strawberry varieties are so much influenced by conditions of soil fertility and acidity, fertilizer and manure applied, and weather conditions, as well as latitude and altitude, that it is impossible to be 100 per cent accurate in making variety comparisons. However, in variety descriptions, so much emphasis has been laid on the good points **only** of various kinds that we felt it might be of some value to strawberry growers to attempt to make some comparisons of the leading varieties in simple form. These ratings have been determined on the basis of our own 48 years' experience in growing and testing varieties of strawberries, as well as experience of hundreds of our customers from all sections of the country. We would be interested in knowing how these ratings check with the experience of others of our customers and also in having a frank expression as to whether such a chart as we have attempted above is of any value to strawberry growers.

Points of Merit

In the accompanying chart a rating of 100 on any particular point does not necessarily denote perfection, but means that the variety is the best, or equals the best, of any variety we know in that particular.

Any variety of strawberries, to be of real value, must measure up fairly well in several different

ways. In our years of experience in judging, selecting and discarding hundreds of new seedlings and varieties, we have found that consideration of the following points has enabled us to discover more quickly the true value of any variety. These points are not necessarily of equal value under all conditions, but all are very important.

OF LEADING VARIETIES

Aberdeen	Big Joe	Beauty	Lupton	Aroma	Big Late	Chesapeake	Wm. Belt	Gandy
95	95	80	75	75	85	75	90	90
80	90	70	75	80	80	90	65	70
95	95	75	80	90	85	90	75	85
95	85	75	80	75	85	80	70	70
85	70	65	75	65	60	75	60	40
100	85	85	85	95	75	95	90	80
90	95	80	95	85	75	100	90	90
75	80	80	50	70	85	85	90	60
45	75	45	80	80	70	80	60	85
85	95	90	85	95	100	100	85	85
Very Light	Medium	Light	Medium	Medium to Light	Light	Medium to Dark	Medium	Light

Points of Merit—Continued

1. Health and Vigor of Foliage

Not only should a variety produce foliage that is immune or resistant to disease, but it should have a sufficient vigor of growth to make a good, fairly rank fruiting bed under average conditions. In addition this foliage must remain healthy and vigorous during the entire fruiting season. In the past, not enough consideration has been given to the importance of good foliage. Lack of ability of the foliage to stand up is largely responsible for the failure of varieties like Washington, Harvest King, Red Gold and others to be satisfactory, and for varieties like William Belt, Glen Mary, Beauty and Big Late to be of doubtful value south of the Mason-Dixon line. It is generally true that foliage troubles of a variety will decrease as it is planted in latitudes farther north or on higher elevations.

2. Productiveness

This factor is most important, but in the past too much emphasis has been placed on **total** production, and not enough on the production of fancy or marketable fruit. Most varieties which

set tremendous numbers of berries are very likely, especially in a dry season, to have a large percentage of the berries too small and unattractive to be salable at a profitable price. Even Premier, wonderful berry that it is, is subject to criticism on this point. It is largely on the ability of Dorsett and Fairfax to surpass Premier in this respect that we fully expect them to replace Premier to a very considerable extent as fast as growers realize what they will do.

3. Size

Small berries are nearly always unprofitable. Large berries, if they are of sufficient quality, firmness and attractiveness, are nearly always profitable. In judging a variety for size of the berries, too much attention should not be paid to a few fruits, but to the average size of the bulk of the crop, and the ability of the variety to size up the last end of the crop under average or even unfavorable conditions. Chesapeake, while it does not produce as many berries, or even as many marketable berries as some of the others, will come as near sizing up every berry as any variety we have ever grown. Dorsett

Points of Merit—Continued

and Fairfax, equalling Premier in total production, far surpass it in total production of fancy berries, largely because they set fewer berries per plant and size up even the last end of the crop to a fair marketable size.

4. Quality

High dessert, or eating quality, is very desirable in strawberries, especially those grown in a home garden or for the fresh fruit market. The few crates of Dorsett and Fairfax that we had for shipping in 1933 were fine, large, attractive berries, but the really amazing sales on them, compared with other varieties, was due largely to their higher quality. We were able to cash in on the quality even on the New York wholesale market. (See page 16.) There are indications also that higher quality in berries, such as is represented in Dorsett and Fairfax, will result in an actual increase in consumption and thus enlarge our market outlets. The reverse of this was certainly true in the case of one large western city. Susceptibility to disease made it necessary to stop growing Marshall, a variety of high quality, and to supplant it with Nick Ohmer, a variety less susceptible to disease, but much lower quality. The consumption of strawberries on the San Francisco market decreased continuously after this necessary change from a high quality to a low quality berry was made.

5. Firmness

Where berries must be shipped considerable distances, firmness is very essential. It is also of prime importance where labor is scarce and berries cannot be kept picked closely; where too much rain not only delays picking, but where the water also tends to break down and rot the berries; and where it is desirable to stretch out the season for a few days. In considering firmness, attention should be given, not only to the actual firmness of the flesh, but to the toughness of the skin. For instance, Aberdeen has a very soft flesh as well as a very tender skin. With Southland, the skin is tender, but the flesh itself is quite firm. Lupton has a fairly tough skin but flesh that is quite soft. Of course the desirable thing is to have both firmness of flesh and toughness of skin.

6. Color and Attractiveness

Some individuals and some markets like dark berries best, others light berries. In judging color, therefore, your own personal preference, or the requirements of your market, must be the deciding factor. Several things determine the

attractiveness of the fruit—the evenness of ripening with the presence or absence of green sides and tips—the shape and uniformity of the berries—the smoothness and glossiness of the skin—the prominence and color of the seeds—the size and freshness of the caps—all of these things play their part in determining whether you would call a quart of berries beautiful and attractive. As “showiness” is so important in selling, all of these factors should be given consideration in judging any variety.

7. Ability to Set Fruit, Especially Under Unfavorable Conditions

Nearly all varieties, when conditions are favorable, will set plenty of fruit, although even then varieties differ in their ability to set good crops of perfect berries. In addition, there are several things which must be considered in rating varieties on this point: (a) Resistance to frost injury. The blossoms of some varieties are very hardy (Premier, Chesapeake). Others are more easily killed, or injured so their fruit will sometimes be green tipped or knotty, due to imperfect pollination (Big Late, Southland, Big Joe). (b) Heavy production of pollen makes a perfect set more certain (Fairfax, Aber-

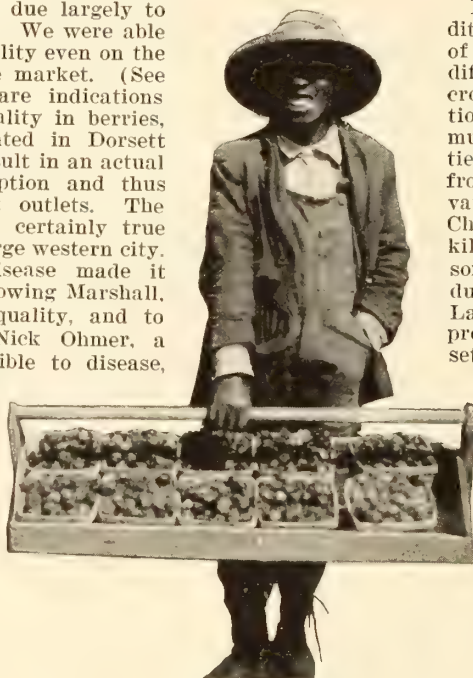
deen). (c) Any variety with imperfect blossoms is severely handicapped in setting fruit by the fact that all of the pollen for pollinating its blossoms must be transferred from other rows by wind or insects. (d) Over fertilization, with very vigorous varieties (Dorsett), on rich land, sometimes produces growth too rank and too thick. The deep shading effect in the plant bed under these conditions is not favorable for setting perfect fruit. (e) Very dry conditions in previous growing year, and also

at blooming time often affect both the production of fruit buds and the setting of them (Bellmar, Gandy). With all varieties sunshine at blossoming time is a help; rain a hindrance, in setting fruit.

8. Other Factors

Some other factors which are important, and which should be considered in judging strawberry varieties, are (a) ability to protect fruit from sun and dirt, especially after showers; (b) probable ability to produce a satisfactory crop the second year; (c) suitability for canning or preserving where the berries are desired for such purposes.

Any variety, whether new or old, that can meet these requirements to your satisfaction is a valuable variety for you. The nearer any variety can come to meeting **all** of them in the best possible manner, the nearer that variety approaches perfection and the nearer it comes to being the ideal variety for you to grow.



Happy days are here again

Where Will Dorsett and Fairfax Make Good?

Dorsett and Fairfax have proved their superiority to Premier and all other early varieties in southern New Jersey, Delaware, eastern Maryland, and the District of Columbia. Will they maintain this leadership in other sections? To get a "preview" of the answer to this question we wrote in August, 1933, to a number of our customers in various states who had bought plants in March and April, 1933. We asked their opinion of Dorsett and Fairfax based on their results so far, on the growth of the plants and the quality of the berries in case they had let a few berries mature on the young plants. Here are some of the answers to that inquiry:

NEW YORK

Putnam Co., N. Y., June 18th, 1933.—The Fairfax and Dorsett strawberry plants I bought of you this spring are all alive and doing fine. I let two plants of each variety bear a little fruit. The berries were of good size, perfect in form, and in eating quality the best I ever tasted, no exceptions.—Mr. F. G. McCollum.

MARYLAND

Worcester Co., Md., May 31st, 1933.—Reporting on the Fairfax berry, I think it is superb. Being only an amateur, I am concerned chiefly with quality, but from present prospects will have quantity as well. It is quite the best berry yet produced and has a champagne flavor.—Mr. W. H. Ocker.

INDIANA

Clarke Co., Ind., Sept. 3d, 1933.—The Dorsett and Fairfax were both the most prolific plant makers that I have ever grown. I have now (Sept. 2d) more than a picking row. Fruited a few of the plants. The Dorsett was extra firm, a tough skin, good size, fine quality. The Fairfax was as large but not quite so firm. They were the heaviest bloomers of all. They look like a gold mine to me.—Mr. Zack Nicholson.

ILLINOIS

Marion Co., Ill., Sept. 3d, 1933.—The Dorsett and Fairfax plants have done remarkably well this year considering the adverse weather conditions. The quality of the berries is very good. I left about a dozen plants to fruit of each variety. I never tasted such sweet berries of any variety. They sure look like a real berry, and I want to set all I can this next spring.—Mr. A. R. Kinsey.

KENTUCKY

Kenton Co., Ky., Sept. 2d, 1933.—Yours of August 28th to hand, contents noted. In reply will say the Dorsett and Fairfax plants I got of you last spring nearly all lived and I have a fine patch of both. I left about half a dozen plants to bear. I have been raising the Dunlap. They were far superior to the Dunlap.—Mr. J. Z. Bristow.

MASSACHUSETTS

Plymouth Co., Mass., Sept. 2d, 1933.—Not one of the Dorsett and Fairfax plants died. They made wonderful growth. I never had any plants do any better. They are perfectly healthy, with no signs of any disease on them. The Howard 17 adjoining them did not do so well. I am looking forward to next year's setting, thinking I will set a lot of Dorsett and Fairfax.—Mr. Alfred Lynde.

MICHIGAN

Emmett Co., Mich., Sept. 2d, 1933.—In my forty or more years' experience in growing the strawberry, and among the many varieties I have experimented with, I

do not recall having a variety, the habit and manner of growth of the plants came as near to our conception and desire of what was satisfactory as these two varieties are manifesting.—Mr. M. N. Edgerton.

Hillsdale Co., Mich., Sept. 1st, 1933.—In regard to the Fairfax and Dorsett plants, we wish to say that they are the greenest, healthiest, and the most vigorous growers we ever had, living better than 99 per cent. We were very successful in developing some fine stems of fruit. The berries are of the finest dessert quality, solid enough to make two of the best long distance shippers. Fairfax quality approaches perfection. Dorsett is a close second. So certain are we that Fairfax and Dorsett are to become leaders in Michigan that we are giving Fairfax first and Dorsett second place in varieties we will set next spring.—Mr. Wm. H. Abbott.

OHIO

Belmont Co., Ohio, Sept. 5th, 1933.—Am very well pleased with the Dorsett and Fairfax strawberry plants which I purchased last spring. I can give no report on the merits of the berries as I pinched all the blossoms off. The plants, however, which I set in the same patch with Premier, Big Joe, and Chesapeake, all grew and at the present time are the best in appearance of any I have. Both varieties at the present time have made a good matted row about 18 inches wide, which is considerably better than the Premier or Big Joe.—Mr. R. M. Shepherd.

PENNSYLVANIA

McLean Co., Pa., Aug. 29th, 1933.—Regarding the Dorsett. We are unable to judge the quality of the berries themselves, as we cut off all the blossoms, but as to the plant, well, of all the different sorts tried over a more than twenty-year period, they give greater promise today than anything we have ever seen. Out of the few thousand plants of four varieties you sent me last spring they are unquestionably beyond comparison.—Mr. Richard E. Klinger.

Adams Co., Pa., Aug. 30th, 1933.—In regard to the Dorsett and Fairfax plants I got last spring, I have never had as fine a stand of plants in the six years that I have grown berries as I have with the Dorsett and Fairfax. I surely do like the flavor of them also.—Mr. Charles W. Bretzman.

VIRGINIA

Charles City Co., Va., Sept. 1st, 1933.—In reply to your recent letter, permit me to state that the Dorsett and Fairfax plants which I purchased from you last spring have done better than any other variety. The plants practically all lived, and they have made wonderful fruiting beds. I left the blossoms on a few plants of each variety, and the fruit from the two varieties mentioned above far surpasses that of any other kind. Please send me your new Berry Book as soon as it comes out, as I am very anxious to read how the Dorsett and Fairfax did for you this year.—Mr. D. G. C. Garrison.



Harvest Time in Berryland



PREMIER

Premier was introduced in 1915. Except in the South and far West, Premier swept the country faster than any other variety ever did. It practically replaced all other early berries in a remarkably short time. It has given more general satisfaction and has been a better money maker over a wide territory than any other variety ever introduced. For home garden, local market, or for shipping moderate distances it has outclassed them all. We have boosted Premier enthusiastically and the results have justified our enthusiasm. Premier is just as good a berry as ever. However, where they have been tried, Dorsett and Fairfax outclass Premier as berries for the home garden, local market and for shipping, just as completely as Premier outclassed the others when it was first introduced. We believe they will maintain this superiority over most of the territory where Premier has been so good. Letters published on page 21 indicate that this will be true. If we were **positive** of this one fact, we would say without hesitation, never set another Premier plant. However, Premier has been so good in some sections where Dorsett and Fairfax have never been tried that it may be safer not to change over entirely until Dorsett and Fairfax have been tried.

Vigor and Health of Plant Growth

Premier not only does well over a wide range of territory, but produces a vigorous, healthy plant growth on nearly all soil types. In freedom from disease, Premier ranks with the best. It is slightly less vigorous than Dorsett and Fairfax and does not stand up quite as well as they do through the fruiting season. However, there is little fault to find with Premier in this respect.

Productiveness

Premier plants are amazingly productive, ripening early and bearing through a long season. For years no variety has yielded more quarts per acre. Recently, however, Dorsett and Fairfax have out-yielded it under some conditions.

Size

Under good conditions, Premier will produce a tremendous crop of berries of good average size. No variety, except possibly Aberdeen, which sets as many berries, will size them up as well. So many are set, however, that the plants cannot possibly size up properly the last end of the crop, especially in dry seasons.

Color and Appearance

Premier berries are a medium red in color, getting quite dark as they get riper. They have a medium size green cap which generally stays green throughout the season. They are very handsome in appearance, and show up well in the package.

Firmness

Premier berries are moderately firm. They will hold up for local market and for shipping considerable distances. They are not as firm as Klondyke, Missionary and Blakemore, the long-distance southern shipping kinds. Neither are they as firm as Dorsett and Fairfax. Buyers have said they carry poorly under refrigeration. Shipped by truck over night or for shorter distances they have carried very satisfactorily, except in very wet seasons.

Quality

Compared with older varieties, they rank well up in quality, varieties like Big Late, Chesapeake and William Belt being only slightly better. Of course, Dorsett and Fairfax outrank them all in this respect.

Resistance to Frost Injury

Here is one factor in which Premier still stands supreme. No indications of a reduction in the crop of Dorsett and Fairfax due to frost injury has been noted during the few years they have been grown. However, they have not proved themselves in this respect over a long period of years. We have never known, under the most adverse conditions of weather, where sufficient numbers of Premier blooms were killed to ruin or materially reduce the crop of Premier. Here's hoping the Dorsett and Fairfax equal the record of their parent, Premier, in this respect.

Many growers have made fine crops and large profits growing Premier. It has proved itself for many years and in many places. We have a fine stock of good Premier plants awaiting your orders. Price list, page 35.

Other Early Varieties

Cooper

Berries very good in quality. First ones quite large. Introduced by Michigan growers several years ago, it has not lived up to claims made for it. In years we have had only two good reports from it. Cooper is of little value to us. There seems no reason whatever to grow it with varieties like Dorsett, Fairfax, Premier and Southland available. Price list, page 35.

Clermont

A New York Station variety, seedling of Marshall and Premier. With us it makes a strong, vigorous fruiting bed. We have not fruited it here. In New York State it bears a heavy crop of large, smooth, bright, glossy red berries, with an attractive green calix. Sizes up last end of crop very satisfactorily. Suggested for trial. Price list, page 35.

Howard 17 (Premier)

This variety is identical with Premier and the same description applies. Many growers feel that Mr. Howard, who originated this variety, has not received the credit due him for it, but the facts are that it was introduced as Premier and advertised extensively under that name so that most growers, except in New England, know it and buy it as Premier. It is significant, also, that in all their experimental work the officials of the U. S. Department of Agriculture consistently refer to this variety as Howard 17, and not as Premier. Under whatever name you buy it, you will get a berry of real merit. Price list, page 35.

Klondyke

The leading market berry in many sections of the South. Uniform in shape, medium size, light in color, and an excellent shipping berry. Plant growth is vigorous but only medium in productiveness. Berries ripen evenly all over and this, with the uniform shape and firm texture, has made Klondyke a favorite with canners and preservers. We believe Blakemore would be superior to Klondyke in every particular. However, for those who still want them, we have a fine lot of Klondyke plants. Price list, page 35.

McClintock

Introduced in 1932 by the Tennessee Experiment Station. It is said to be similar to Klondyke in fruit and plant characteristics, but valuable because of the firmness and attractiveness of the berry and the ability to maintain a good size throughout the season. We have not fruited it. In plant growth with us it is similar to Klondyke, but much more subject to leaf spot. Our belief is that Blakemore would be more satisfactory. McClintock is suggested for trial only. Price list, page 35.

Missionary

Leading berry in Florida and popular in other Southern States. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart quality, and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. We believe that both Blakemore and Bellmar will prove better berries than Missionary in all the Missionary territory except Florida, where Blakemore in many cases is not living up to early indications of superiority over Missionary. Price list, page 35.

Narcissa

Released in 1933 by the U. S. Department of Agriculture. It is a seedling of Howard 17 and Royal Sovereign, the same parentage as Dorsett and Fairfax. Although not widely tested in the East and not of any particular merit in our test plots last year, Narcissa in Oregon has been outstanding in yield, dessert quality, and vigor of plant growth, and also in resistance to fruit rot. As compared with Marshall, Department officials say it is more resistant to disease, slightly earlier, much more uniform in size and shape, better in dessert quality, although slightly smaller in size. We have an excellent stock of plants at moderate prices for those who want to try this variety. Price list, page 35.

Red Gold

Early, medium in production and size. Berries oval in shape, very fine in quality in dry seasons. In 1933 (very wet) the high quality was not apparent. We consider Red Gold of little value because under dry conditions the foliage does not have the stamina to hold up and mature the crop of fruit. Under wet conditions the fruit is not firm enough to stand up for handling, and the quality is not retained. High quality under favorable conditions seems to be the only excuse for growing Red Gold, but Dorsett and Fairfax are better in quality under any conditions. Price list, page 35.

Ridgely

This variety ripens early and has two valuable characteristics. The berries are very firm, mostly flat or wedge shaped. They also are light in color and hold the light color for several days. This, with the bright green cap, makes a nice appearance in the package. For best results, Ridgely needs low, springy land. In our test plot on medium high land, the yield was very low in the dry year and quite good in the wet year. In both years, however, the foliage did not hold up well enough to mature and protect the fruit. Also, in the wet year, the berries, while very hard, broke down quickly when shipped. Price list, page 35.

Senator Dunlap (Dr. Burrell)

An old standard variety that has been widely grown in the middle and northern states for many years. It has gradually been replaced by Premier because Premier berries are earlier, larger, better quality, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality. Price list, page 35.

Success

An old variety grown chiefly in New Jersey. Productiveness, size and quality as well as vigor and health of foliage are the main points of merit about this variety. Its usefulness is confined to the home garden or local market. Price list, page 35.

BLAKEMORE

Early - Solid - Productive A Great Shipping Berry

BLAKEMORE IS A RECENT introduction by the U. S. Department of Agriculture. It is a seedling of Missionary and Premier. It is primarily a long distance Southern shipping berry but has done well as far north as southern New Jersey and southern Pennsylvania. As a shipping berry for the South we feel that it should almost completely replace Missionary and Klondyke except in Florida, where Missionary is the leader.



Points of Greatest Value

Growth. Blakemore makes a vigorous, healthy growth. In fact it will make more plants than any variety on our list under a wide variety of soil conditions. The foliage is healthy and stands up well throughout the fruiting season.

Productiveness. Blakemore is sufficiently productive. There are a few varieties which are slightly more productive, but Blakemore ranks very high in this respect. Our trial plots yielded at the rate of over 10,000 quarts per acre last year.

Firmness. The berries are very firm and will stand shipping long distances and go into market in excellent condition. This factor is very important when shortage of help or unusually wet weather delays picking. In dry years especially, Blakemore berries will hang on the vines several days in good condition. Even in wet years they stand up better than most of the others.

Color and Attractiveness. Blakemore berries are very light in color and rank 100 in attractiveness. They are very pretty and usually sell well.

Size and Quality. In average size, Blakemore berries are somewhat smaller than Premier and considerably smaller than Dorsett and Fairfax. The eating quality of the fresh fruit is rather tart, but it is very well liked by the cold pack men and for canning and preserving. For these uses the tartness seems to be no drawback.

Cautions

Thinning. Blakemore makes so many plants that they must be kept thinned. In dry years especially if this is not done the size of the berries will be disappointingly small.

In the North. In spite of one favorable report on Blakemore from Connecticut, we want to caution growers in the North not to plant Blakemore heavily before trying them out in a small way. We have had several very unfavorable reports about it from New York, Massachusetts, Minnesota and other Northern states. For Maryland, Virginia and sections of similar latitude or further South, Blakemore is very promising. Some growers in those sections like Blakemore even better than Premier. Price list, page 35.

BELLMAR

A Fancy Early Shipping Berry



Like Blakemore, Bellmar was developed by the U. S. Department of Agriculture. It is also a cross of Premier and Missionary. We have grown Bellmar for several years. The results in our trial plots for the past two years, as well as our observation for other years and in other fields, indicate that Bellmar is a very vigorous growing variety, slightly more vigorous than Premier, but not quite as free from leaf disease, and not quite as good in maintaining healthy, vigorous foliage throughout the fruiting season, especially in a dry year. Under ample moisture conditions Bellmar produces a crop almost equal to the very heaviest. A particularly heavy yield was had in Connecticut in 1932.

In dry years with us Bellmar has been disappointing except on low, wet ground. Enough berries are set for a heavy crop, but under dry conditions the foliage has not stood up well enough to mature large crops properly. The berries themselves are very attractive. As compared with Premier, they are somewhat darker, but generally have a shiny, glossy skin and a bright green cap, which makes them equal or superior to Premier in attractiveness. The berries are somewhat firmer than Premier and under moist conditions will average larger. In the Coastal Plains section from North Carolina to Connecticut, they are well worth trying and perhaps in the same latitude farther West, but frankly we believe that from the Maryland-Kentucky-Missouri line north, none of the early varieties are going to prove as valuable as Dorsett or Fairfax. We have a large stock of healthy, heavily rooted plants of Bellmar reasonably priced. Price list, page 35.

Southland This variety was introduced by the U. S. Department of Agriculture in the spring of 1932. Its behavior since that time has emphasized the fact that it is the first **really good** home garden berry the South has ever had. Had it not been for Dorsett and Fairfax we would be suggesting it for the Northern states also. Southland seems to be well adapted to the Southern states. In eastern North Carolina it is much more vigorous than Blakemore, Dorsett or Fairfax. The berries are unusually large and very fine in quality. Most southern varieties, like Missionary, Klondyke, Blakemore and others are not of high dessert quality. There should be a place for Southland as the home garden berry for all sections from North Carolina south. Even as a local market proposition it seems almost certain that the people in Southern towns and cities would appreciate and pay for very considerable quantities of berries that have the size,

appearance and quality of Southland. In that section, also, there are usually two crops produced: the early crop from the fruit buds formed just before the dormant season, and the second crop from those formed just after the dormant season. Even in this community where Premier is fine, local grocers to whom we have sold crates of Southland tell us that they could not sell any Premier until the Southland were all gone. **In many communities of the South we believe Southland offers an opportunity not only to enjoy better strawberries than ever before, but to start also a profitable business supplying fancy, large, high-quality berries to the markets in Southern towns and cities.** The chart of comparative values, pages 18 and 19, indicate a very high comparative rating for Southland under a wide range of conditions. However, on its showing to date, Southland ranks first for the South in all ways, except for long-distance shipping. Price list, page 35.

Shelby Co., Tenn., Sept. 21st, 1933.—
Southland is an excellent strawberry for the South and is a much better variety than is usually grown through the South. There is nothing but praise for the berry—its growth, flavor, etc.—Mr. Hubert F. Fisher.



Midseason Varieties

Aberdeen

ABERDEEN. This variety, originated in New Jersey, is still more popular there than elsewhere. Aberdeen has many good qualities, and some not so good.

Plants make a very strong, vigorous growth, dark green to bluish in color. They are unusually free from disease, but do not stand up as well as they should during fruiting season. This is especially noticeable in very hot, dry seasons.

Productiveness. Under favorable conditions we doubt if any variety, even Dorsett or Premier, will produce more berries than Aberdeen. Under dry, unfavorable conditions, both Dorsett and Premier will outyield it.

Size. Aberdeen will probably average larger in size than any variety that sets an equal number of fruits. It is very satisfactory in this respect. Even the last end of the crop is usually large enough to be marketable as far as size is concerned.

In quality the berries are only fair, being somewhat acid, especially the first part of the crop.

Color and Attractiveness. The berries are light in color and maintain their light color even after they have begun to decay. They are very attractive in the package and where they can be handled quickly often bring an extra price over some other varieties.

Firmness. The berries are very soft. While we have some growers, especially in New Jersey and Connecticut, who are well pleased with Aberdeen, we do not feel that it should be grown unless it can be kept picked very closely and handled promptly after picking. In 1932 at fruiting season we had very dry conditions, with lots of hot sun. In 1933 we had very wet conditions, with occasional hot suns. Under both these extreme conditions we had a great many Aberdeen berries ruined by sun scald. Under favorable conditions this factor would not be so apparent.

Aberdeen ripens in midseason and might prove valuable under some circumstances in sections where Big Joe has not proved satisfactory as a midseason berry, and where the softness of the berries would not prove too much of a handicap. For a total crop and average size they rank very high. Price list, page 35.

Beauty

BEAUTY. We have seen some excellent crops of Beauty. The plants and foliage in the summer and fall making a strong, vigorous growth.

The new growth in the spring, however, is somewhat subject to leaf diseases and does not hold up as well as it should during fruiting season. Under favorable conditions the berries are real beauties, perfect in shape and with lots of gloss and shine. The berries are light in color and the flesh is very pale. Under the near-drought conditions of our 1932 season and the near-flood conditions of the 1933 season, Beauty did not show up quite as firm as formerly, although it has never been considered very firm. In both years hot suns scalded many of the berries. We have several fine reports from Beauty from states as far apart as Massachusetts and Missouri. We feel that under certain conditions, Beauty may prove a valuable midseason berry, but it should not be attempted too far south, and should be tested in a small way before planting very many. Price list, page 35.

Catskill

New York Station seedling 4435. The steps by which we have become acquainted with this variety are as follows: 1931. Observed that year on Government Farms at Washington. Impressed particularly with size, but also with quality and vigor. 1932. Obtained plants for our trial bed. Made a fine, vigorous growth. Heard good reports from the variety in Massachusetts. Saw excellent crop in fruiting plot at Geneva, New York. In 1933 it fruited in our own trial bed. Out-yielded everything, even Dorsett, Fairfax and Aberdeen. Berries average larger than Aberdeen, practically as large as Dorsett. Held size well to end of season. Quality not as good as Dorsett and Fairfax, but compared favorably with any other kinds. Ripens in midseason, same as Big Joe. In a year when Big Joe was the best we have ever seen it, Catskill averaged as large and yielded 25% more. Except for Dorsett and Fairfax, no variety in our test plot attracted as much favorable notice this year from commercial growers as Catskill. The same was true during the Field Day at the strawberry breeding grounds of the U. S. Department at Washington last June. We expect to watch Catskill very closely another year under a variety of conditions. It looks mighty good to us so far. Come and see for yourself about May 25th if you are interested in a better midseason berry. We have a limited quantity of plants to offer this season. Price list, page 35.

Glen Mary

An old standard variety, well and favorably known to many strawberry growers in the North. Not recommended generally, but for those who know and like it we have a nice stock of plants. Price list, page 35.

Big Joe

Not all growers succeed with this variety, but with most of them it is the favorite midseason sort. It does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not too great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, handsome berries, just as many of the early varieties are beginning to run down, and brings a premium of a dollar or two per crate on anything then being offered. The plant is a vigorous grower, very healthy and very productive. The berries are large in size and have a large, bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside market, or, in fact, anyone who can get a premium for large, handsome, high quality fruit should include Big Joe in their plantings. Price list, page 35.

Red Heart

A development of the U. S. Department of Agriculture. Introduced in 1932. The plant makes a vigorous, healthy growth in summer and fall. In most places in the East the foliage in the spring is subject to disease and will not stand up through the fruiting season. It is recommended primarily as a canning berry for the Pacific Northwest. The berry is the firmest of any variety known, being even firmer than Fairfax. They are rather tart, which makes them desirable for canning and preserving, and are of a deep, rich red clear through. Price list, page 35.

Marshall

One of the oldest varieties now being grown. Has always been known as a fancy garden berry, rather hard to grow but well worth the effort. However, with both Dorsett and Fairfax easy to grow and better quality, why grow Marshall? Still, we have some good plants if you want them. Price list, page 35.

Culver

Another New York Station introduction. The plant makes a vigorous growth during the summer and fall. We have not fruited it yet, but according to description by the New York Station the berries are large, darker in color than Clermont, and red to the center. Somewhat tender skin causes it to bruise easily and it therefore needs careful handling. Selected primarily as being very fine for making strawberry preserves. Season three days later than Clermont and about five days later than Premier. We have a small quantity of nice plants. Price list, page 35.



Big Joe—A Fancy Market Berry

CHESAPEAKE

The Aristocrat of Strawberries

Chesapeake The most magnificent displays we have ever seen of strawberry beds full of fruit were of Fairfax and Dorsett near Moorestown, New Jersey, and of Chesapeake near Pittsville, Maryland. Chesapeake is, in truth, the Aristocrat of all late strawberries. It is sometimes difficult to get a good fruiting bed, but if you can do that Chesapeake will reward you richly. Here are some of the factors that have enabled Chesapeake to maintain for so many years its place as the most profitable of all late strawberries:

Size. The berries are very large and hold their size well to the end of the season. In this respect, it is the best late berry known. Unlike many other leading varieties, Chesapeake sets only moderate numbers of fruits, and for this reason it is able to size up practically every one to a good marketable size.

Quality. Chesapeake is unsurpassed in quality among the midseason and late strawberries, and is equaled only by two or three like William Belt and Big Late.

Firmness. The berries are firm enough to stand shipment to distant markets. In fact, they will ship better than any large berry we have ever grown. Carload lots at commercial shipping centers have for years sold for consistently higher prices than other large late berries.

Growth. To get sufficient plants for a good fruiting bed, Chesapeake needs land that is well manured, and needs good care. Frequent cultivation and hoeing is a big help in growing Chesapeake, as this helps keep the plants growing all the time without any checks. Given good manure and good care, Chesapeake usually responds with a nice, well spaced fruiting bed.

Healthy Foliage. This is essential for profitable crops. Chesapeake makes plenty of strong, vigorous foliage which maintains its health and vigor through the fruiting season.

Frost Proof. Chesapeake and Premier are both practically frost-proof. Premier withstands frosts by its very hardiness, and the abundance of its bloom. Chesapeake escapes by its habit of late blooming.

Productiveness. The plants do not set enormous numbers of small berries, but they do set plenty for a fine crop, and for this reason they can size them up better and hold the size throughout the season better than if larger numbers of small berries were set.

Profit. We believe growers who have learned to grow Chesapeake right average at least \$100 more per acre per year than most growers realize from any late variety. Well-bedded Chesapeake will produce an abundantly large crop of berries and the size, quality, firmness and appearance of these berries make them sell at highest market prices. We were the original introducers of Chesapeake and we have the plants true to name. Price list, page 35.

Other Late Varieties

Aroma One of the best late shipping berries. Has been and still is a favorite on account of its vigor and productiveness, but most especially due to its bright, attractive appearance, large size and excellent carrying quality. Aroma will ship long distances and go to market in practically perfect condition. Aroma is a real money maker in many sections. Our plants of this variety are very nice this year and anyone wanting Aroma will be well pleased with them. Price list, page 35.

Big Late This variety makes a strong, vigorous, upright growth and an ample fruiting bed. Under unfavorable conditions it does not always stand up sufficiently well to mature its entire crop of berries. We feel that it is most valuable north of the Mason and Dixon Line. The berries are very beautiful, being light in color, with a bright, shiny, red

surface, and prominent yellow seeds. The berries are very fine in quality, but the blossoms are somewhat tender. The flowers are imperfect, which gives it a big handicap to start with. From observing the great masses of stems, berries and bloom just before berry season, one would think that Big Late was the most productive of all varieties. Big Late yields, while very satisfactory under favorable conditions, do not actually fill the quarts like some others apparently much less productive. Big Late is also sold as Townsend's Big Late. Price list, page 35.

Camden A late berry introduced by the New York Experiment Station. Apparently a good all around late berry, but not outstanding. Recommended for trial where Chesapeake, Lupton, William Belt and other leading late varieties fail to prove satisfactory. Price list, page 35.



Lupton—A Good Late-Shipping Berry

Lupton

A fancy, late-shipping berry. It is grown for its own worth and also at times where growers have trouble in getting a satisfactory bed of Chesapeake. It usually, though not always, makes plants more freely than Chesapeake. Lupton is similar to Chesapeake in many respects. The berries are just as large and like Chesapeake are very attractive in appearance. The quality is only fair, being milder and rather dry. As a fancy, large, late shipping berry, Lupton stands very close to Chesapeake. Lupton was grown first in New Jersey and the extent to which it has been spreading through Delaware, Maryland, Pennsylvania and other nearby states is an indication of its worth as a profit maker. Lupton is also sold as Town King, although if bought under that name the plants usually cost more. Price list, page 35.

Empire State

Introduced in 1932 by a Michigan firm.

Very enthusiastically described by them. With us, plant growth in summer and fall is satisfactory, but fails to hold up at fruiting time. Fruit production with us in 1933 was very poor. Similar reports received from many customers. We have about 60,000 nice plants to sell, but believe it a waste of time to try Empire State, except in latitudes as far north as Massachusetts and northern New York. Price list, page 35.

Gibson (Parsons Beauty)

An old favorite in many

strawberry-growing sections. Plants very productive, berries very good in quality and excellent for canning. One proof of its worth is the fact that it has been used so much as a standard of comparison with so many varieties which have been newly introduced. Price list, page 35.

Haverland

A fine old standard variety, handicapped by imperfect blossoms. However, they are very hardy and Haverland ranks very high in productiveness. Berries are large, long conical in shape, light in color and firm enough for market if kept picked closely. Price list, page 35.

Joslin's Prize

A new one from New Jersey. Foliage growth similar

to Lupton but more vigorous and healthy. About equally productive, berries larger and fully as poor in quality as Lupton. They have a nice green cap. This, with the large size, is all the good we can say for them. The surface of the berries is very rough, the skin is tender, making them bruise easily and the quality is very poor. Where size only is important, try them. Price list, page 35.

New York

This is the sweetest strawberry grown. The plant is a vigorous grower, producing

a moderate number of large, healthy plants. The berries are medium to large in size, dark red in color, but only moderately firm in texture. New York is a home garden berry. It is the only strawberry we know of that is sweet before it gets red. We have many calls for New York from those whose health does not permit them to eat berries which are in any way tart or acid in quality. Price list, page 35.

Sample

An old standard variety still popular in many sections of the middle and northern states. Plants

are vigorous growers and very productive. Berries are uniform in shape, medium to large in size, of good flavor and attractive in appearance. Blossoms are imperfect. Pollenize with Aroma, Big Joe, Gibson or Dunlap. Price list, page 35.

Washington

For the third straight year, Washington with us has been a failure.

Many letters from our customers report the same—grows fine the first summer, beautiful beds of bloom, but foliage does not stand up to mature the crop. We have some nice plants now but unless it shows up much better this year we expect to discontinue it. Price list, page 35.

Wil-Son

Fruiting tests of this variety for two years have been disappointing. It resembles somewhat both

William Belt and Gibson. As both of these varieties do well farther north, we suggest that trials of it be limited to sections farther north than the Mason and Dixon Line. It grows well and our plants look nice. Price list, page 35.



William Belt—Noted for Its Quality

William Belt has long been the standard of excellence in quality for all varieties and still remains such for all late varieties. There seems to be little question that the new early berries, Fairfax and Dorsett and Southland, have a richer, fuller flavor even than William Belt. On most markets the size and appearance determine the selling price, but where quality is counted in addition to large size and handsome appearance, William Belt should be grown as a late variety. The berries average large in size, somewhat irregular in shape, as shown in the picture, but they have an attractive cap and the berries themselves have a bright, glossy red, which makes them very handsome. This variety does its best in the middle and northern states, and whether used in the garden, for local market, or nearby shipping William Belt is a friend to the strawberry grower, and on account of its quality an equally good friend to the strawberry consumer. We have a nice stock of plants of William Belt this season and we know many growers will want to continue with this grand old variety. Price list, page 35.

Very Late Varieties

Gandy A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Gandy is an old favorite which many growers refuse to give up. Where it does well it is a real profit maker. Price list, page 35.

Orem The latest berry we have. Berries average large in size, fairly good quality, and nice appearance. They often sell well because they come after other fancy late berries are past their prime. Price list, page 35.

Pearl Like Chesapeake, Pearl blooms late and escapes frost. The plants are vigorous growers and will grow well in most soils. In habit of growth it is much like Gandy and for fruiting purposes needs low, moist soil. The berries are large, firm, and attractive, somewhat resembling Gandy. The season is very late. Pearl makes plants so freely that it often needs thinning. However, in order to mature their crop of fruit they usually need liberal applications of phosphorus and some nitrogen in the spring before growth starts. There is real need for a better, very late variety, as Pearl, under some conditions, is inclined to be bitter. There are some indications that the elimination of potash from fertilizer applications, with plenty of phosphorus applied will help correct this tendency. Price list, page 35.

Making the Most of the Everbearers

Berries for Home Use. Would you like plenty of luscious strawberries from your own garden all through late summer and fall until freezing weather? This is easily possible. Plants can be set in early spring. There are no special methods necessary. Get good plants and follow a few simple directions and you will be surprised and delighted with the results. Wherever there is space available for a garden (and it does not take much), a few Everbearing berries should be grown. A maximum of pleasure and profit will result from a minimum of expense and effort.

Everbearers as a Cash Crop. We have never recommended the general planting of everbearing strawberries as a money crop. We have known for years that under favorable conditions many growers are actually making good profits from Everbearers. The things essential to this success in a commercial way are good springy land that will hold moisture well throughout the summer, and a ready market at good prices. Of course, good planting stock and good care are essential also. Successful growers report to us that they sell to local groceries and hotel trade; to individual families at retail, and the local roadside market or ship to the city market. If the conditions are favorable, Everbearing strawberries are a good bet as a money or cash crop. If it works out, there is an additional advantage in the quickness of the returns. You set plants in March or April and harvest the crop the same summer and fall.

Guarding Against Loss. In starting any new venture there is an element of risk. Perhaps you have thought seriously of trying Everbearers as a money crop but have hesitated on account of the risk involved, even though your conditions might seem favorable. One factor has come to light which makes the risk very much less. It has been demonstrated that the Mastodon variety, entirely apart from its value as an Everbearer, is a most excellent spring fruiting variety. It bears a heavy crop coming in about midseason with Big Joe. The berries are large, handsome in appearance, and good in quality. They show up well in the package and stand shipment in good shape. This being true, you can try out the late summer and fall crop of Mastodon as a profit maker. If they do not prove profitable under your conditions, there is still a fine crop of spring berries from the Mastodon to fall back on.

No Special Culture. Everbearing strawberries require no special attention as to preparation of land, fertilization, setting and cultivation of the plants. The only difference is that the blossoms should be picked off until about the middle of July. If the growing season has been favorable and the plants are strong and robust you can safely leave the blossoms a little earlier. If conditions have been unfavorable with the extreme heat and drought it is best to keep them cut a little longer.

Hill System. Years of observation have convinced us that you will get more and better berries from your Everbearing plants if all or nearly all runners are kept cut off. Big, strong, individual plants always seem to have more berries than those which make runners. The blossoms have a better chance to become pollinated and produce large, perfect berries and the effort of the plants is concentrated on fruit production rather than making runners. Set plants 15 inches apart in rows 2 to 2½ feet apart.

Yield. A crop of one quart during the summer and fall for each plant set is not unusual, although above the average. The better the conditions under which the plants are set and grown, and the better, stronger plants you start out with, the more nearly you can approach this yield.

Aldrich A new one from New York not as good with us as Mastodon. It is about as productive, but is a much less vigorous grower, and the foliage will not stand up as well as Mastodon. The berries are fair in quality, of good appearance, and reasonably firm. We have a small stock of plants for those who want to try it. Price list, page 35.

Champion (Progressive). The best of the Everbearers in quality. Very productive, but berries average smaller in size than Mastodon. No good for the spring crop. Imperial, introduced in Michigan last year, is very similar in plant growth, and in size, appearance and quality of the fruit. Plant growth of Champion is not as strong as Mastodon generally, although it does better in the South. We repeat, the quality of Champion is very fine. Price list, page 35.

Lucky Strike Under favorable conditions, this variety has done well as an Everbearer. It is about equal to Mastodon in productiveness and in quality of the berries. The average size is larger than Champion, but slightly under Mastodon. In plant growth it is not as vigorous as Mastodon. Reports indicate that it has not done as well generally as either Mastodon or Champion. Price list, page 35.

Super Giant Plant growth is strong and vigorous, and quite productive but not quite equal to Mastodon in either vigor or productiveness. Berries are large, of good quality, and good in appearance. Fully equal to Mastodon in this respect. It is worth trying. Price list, page 35.

MASTODON

The Supreme Everbearer

MASTODON. For all-around worth no variety has yet appeared to challenge the value of Mastodon as the supreme Everbearer. Other varieties may equal or even slightly excel Mastodon in some particular, but Mastodon is good enough in all respects to stand out among the Everbearers just as Premier has done among the spring bearing kinds. Here are some comparisons and facts about Mastodon.

Size. The berries are larger than most other varieties, being equaled only by Super Giant.

Heavy Crops. Mastodon will bear a heavier crop than any other Everbearing variety, although equaled by Champion under certain conditions.

Firmness. The berries are firm enough to ship or haul moderate distances to market.

Appearance. The berries are handsome in appearance, due to the large size, rich red color, and bright green caps. No other Everbearers except Super Giant shows up as well in the package.

Quality. Mastodon berries are very good in quality, equal or superior to all the other Everbearers except Champion, which is better.

Vigor. A vigorous plant growth is essential to big crops and big berries. In this respect Masto-

don stands out head and shoulders above all the other Everbearing varieties. It makes strong, vigorous growth which will support and mature abundant crops of fruit.

Spring Crop. Aside from its other valuable qualities, Mastodon is really an excellent spring fruiting variety. It would be worth planting even though it were not an Everbearer. This fact, as pointed out on the preceding page, is very important when trying out the possibilities of the Mastodon as a money crop. Even if it should fail in the summer and fall production and profit, the spring crop might easily prove the big item from the standpoint of profit.

We have several acres of fine beds of Mastodon, grown under ideal conditions. They will furnish the best kind of a start for your Everbearing garden. Price list, page 35.



A Fine Cluster of Mastodon Berries

Asparagus Roots—*Mary Washington*



The improved rustproof *Mary Washington* Asparagus is generally recognized to be the best variety to grow. Leading Asparagus growers say that it starts earlier, produces more and larger stalks, shows a higher rust resistance and will net more money per acre and more satisfaction in the home garden than any other variety. Asparagus is especially adapted to the home garden because it produces a delicious and nutritious early vegetable with a minimum of effort. A bed once started will last fifteen or twenty years.

It should be planted in early spring just as early as you can work the land. It should be set in furrows six or eight inches deep with the roots spread out somewhat in the furrow. It should be covered with about three inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows $3\frac{1}{2}$ feet apart, with plants 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus is a heavy feeder of nitrogen and will give a generous response to applications of stable manure or fertilizers high in nitrogen. Cultivation should be frequent enough to conserve the moisture and to keep the weeds down.

A good one-year-old root is better than a poor two-year one. A good two-year root, however, will produce Asparagus large enough for cutting somewhat quicker than one-year roots. Where strong two-year stock is used for starting, a few stalks can be cut the second year and there should be enough for liberal cuttings the third year.

We have a fine stock of both two-year and one-year roots which we are confident will produce good results for you. Price list, page 35.

Instructions to Purchasers

Terms. Cash with order. Remit by Money Order, Bank Draft or Cash in Registered Letter. No C. O. D. shipments.

Packing. No extra charge made for packing at prices quoted on page 35.

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 9, "Time to Set Plants."

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WE HAVE NO AGENTS

If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.

PICKING THE WINNERS

EARLY Premier Dorsett and Fairfax

The outstanding early berry for fifteen years. No variety ever swept the country in so short a time. Most records for yields and profits have been made with Premier. It is as good as ever BUT

on trials to date, have equaled Premier in every way, have far surpassed it in many ways. **BLAKE-MORE** (light) is a good early shipping berry. **BELLMAR** (dark) is also a fine shipping variety. **SOUTHLAND** the best home garden, local market berry for the South.

MIDSEASON Big Joe

The best all around midseason berry. A money maker for most growers. Fine quality for home garden. Where **BIG JOE** is not at its best, **ABERDEEN** and **BEAUTY** come next. Both are large, light and attractive. Both are quite soft. Keep picked closely, market quickly after picking. **CATSKILL**, very new, shows great promise in trials so far.

LATE Chesapeake

The Aristocrat of Strawberries. Where it grows well no variety will surpass it as a profit maker. Equally good for shipping, local market, or home garden. If your soil does not suit **CHESAPEAKE**, plant **LUP-TON** for a large late shipping berry, **WILLIAM BELT** or **BIG LATE** where attractiveness and quality are most important.

EVERBEARING Mastodon

This variety stands Supreme among the Everbearers. Excellent for the home garden and the only Everbearer worthy of planting for profit. **CHAMPION**, best quality of all the Everbearers, smaller, softer than **MASTODON**, but equally as productive. Fine for the home garden.

Aroma, Gandy, Dunlap, Gibson, Haverland, Sample, Pearl, Cooper and others make excellent crops under some conditions. Grow these if you know and like them, but if you are inexperienced or uncertain, stick to the **winners** picked above.

WHEN TO ORDER AND HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. **Write plainly**, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants.

Express is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. One-year asparagus roots 6 lbs. per 100, 2-year roots 12 lbs. per 100. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given here-with, or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send.

Be sure to send postage enough as any excess will be returned.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound or fraction
1st	0 to 50	8 cts.....	1 1/10 cts.
2nd.....	50 to 150	8 cts.....	1 1/10 cts.
3rd.....	150 to 300	9 cts.....	2 cts.
4th.....	300 to 600	10 cts.....	3 1/2 cts.
5th.....	600 to 1000	11 cts.....	5 3/10 cts.
6th.....	1000 to 1400	12 cts.....	7 cts.
7th.....	1400 to 1800	14 cts.....	9 cts.
8th.....	1800 up.....	15 cts.....	11 cts.

THE W. F. ALLEN CO.

SALISBURY, MARYLAND

Please forward to: _____ Date of order _____

Name _____

Post Office _____ R. D. No. _____

Express Office _____ P. O. Box _____

County _____ Street _____

State _____ Ship by _____

Ship plants on or about _____ 103

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately. Make all letters short and to the point, and please do not write letters on the same sheet with the order.

[illegible]

.NOTE—Early in the season we usually have in stock everything listed in this catalog but late in the season we frequently run short of some of the varieties, therefore, when you order late please state whether we shall substitute something equally as good and as near like the variety ordered as possible or return your money for any stock we may be out of. Answer.

Price List For 1934

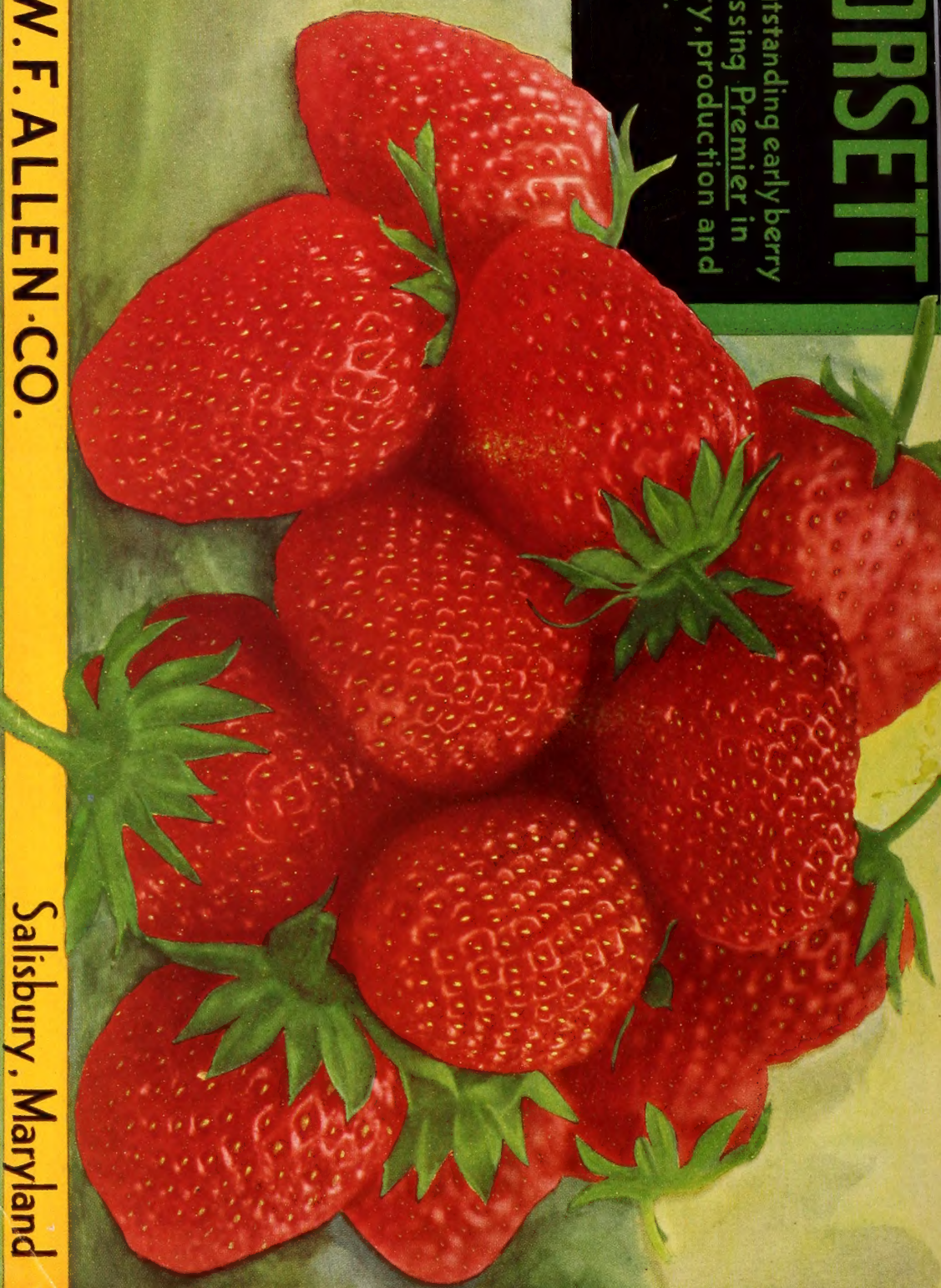
Description Page		25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
Early Varieties									
24	BELLMAR (Per).....	\$.25	\$.40	\$.65	\$1.10	\$1.50	\$1.80	\$4.00	\$18.75
24	BLAKEMORE (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	18.75
23	Clermont (Per).....	.50	.90	1.50	2.50	3.40	4.20	10.00
23	Cooper (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
23	Dr. Burrell (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
14	DORSETT (Per).....	.50	.90	1.50	2.50	3.40	4.20	10.00	45.00
14	FAIRFAX (Per).....	.50	.90	1.50	2.50	3.40	4.20	10.00	45.00
23	HOWARD 17 (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
23	Klondyke (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
23	McClintock (Per).....	.40	.60	1.00
23	Narcissa (Per).....	.35	.50	.85	1.50	2.10	2.60	6.00	30.00
23	Missionary (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
22	PREMIER (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
23	Red Gold (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
23	Ridgely (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
23	Sen. Dunlap (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
23	Success (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
25	SOUTHLAND (Per).....	.35	.50	.85	1.50	2.10	2.60	6.00	25.00
Midseason Varieties									
26	ABERDEEN (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
26	BEAUTY (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
27	BIG JOE (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
26	CATSKILL (Per).....	1.75	3.00	5.00
27	Culver (Per).....	.50	.90	1.50	2.50	3.40	4.20	10.00
26	Glen Mary (Per).....	.35	.50	.85	1.50	2.10	2.60	6.00
27	Marshall (Per).....	.50	.90	1.50	2.50	3.40	4.20	10.00
27	Red Heart (Per).....	.35	.50	.85	1.50	2.10	2.60	6.00	25.00
Late Varieties									
28	Aroma (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
28	BIG LATE (Imp.).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
28	Camden (Per).....	.75	1.25	2.00
28	CHESAPEAKE (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
29	Empire State (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
29	Gibson (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
29	Haverland (Imp.).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
29	Joslin's Prize (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
29	LUPTON (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
29	New York (Per).....	.40	.65	1.20	2.00	2.70	3.40	8.00	35.00
29	Parsons Beauty (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
29	Sample (Imp.).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
29	Washington (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
30	WM. BELT (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
29	Wil-Son (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Very Late Varieties									
30	Gandy (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
30	Orem (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
30	Pearl (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Everbearing Varieties									
31	Aldrich (Per).....	.35	.55	1.00	1.70	2.25	2.80	6.50	30.00
31	CHAMPION (Per).....	.35	.55	1.00	1.70	2.25	2.80	6.50	30.00
31	Lucky Strike (Per).....	.35	.55	1.00	1.70	2.25	2.80	6.50	30.00
32	MASTODON (Per).....	.35	.55	1.00	1.70	2.25	2.80	6.50	30.00
31	Progressive (Per).....	.35	.55	1.00	1.70	2.25	2.80	6.50	30.00
31	Super Giant (Per).....	.35	.55	1.00	1.70	2.25	2.80	6.50	30.00
Asparagus Roots									
33	Mary Washington, 1 yr.35	.50	.85	1.50	2.10	2.60	6.00	25.00
33	Mary Washington, 2 yr.40	.65	1.20	2.00	2.70	3.40	8.00	35.00

500 plants or more at the 1,000 rate.

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